







Club of McKinney

24th Annual McKinney Rotary Christmas Parade of Lights

- Prizes for best floats
- VIP reception and priority seating
- McKinney School Bands/Groups featured
- McKinney PD and Mounted Patrol
- Local businesses, clubs, charities, families, etc.
- Historic Downtown McKinney
- 100% Proceeds to the McKinney Rotary Foundation







^{23rd} Annual McKinney Rotary Christmas Parade of Lights

"Christmas in Toyland"

2022 Parade had 81 floats signed up! But ended with 42 because of the weather forcing a reschedule.

Featuring local businesses, charities and community leaders

THOUSANDS OF ATTENDEES

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

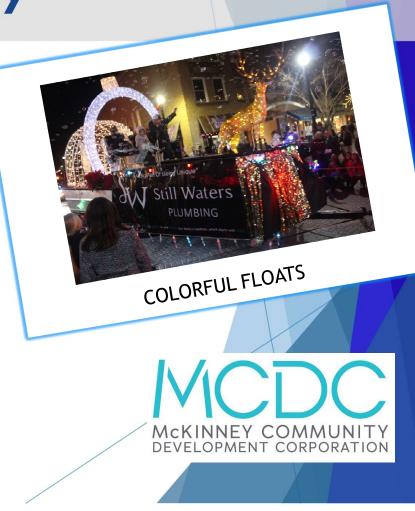
- Attendance of 13,300 due to the change of date.
- Thanks to the support of the MCDC, the McKinney Rotary Foundation had a net gain of \$10,964.54.





^{23rd} Annual McKinney Rotary Christmas Parade of Lights Marketing Budget

- \$7,053 spent on marketing and advertising in 2022.
- 2023 marketing budget is \$7,500.00.
 - Additional marketing costs will be subsidized by the club
- We intend to use the same marketing approach this year, as well as increase online and social media marketing.
- With last year's expenses, and this year's anticipated expenses on marketing and advertising, we are requesting \$7,500.





GO & DO HOLIDAY PLANNER

Club of McKinney

- Marketing strategy:
 - ▶ Radio- \$2,800
 - ▶ Newspaper- \$1,600
 - Posters- \$160
 - ► Yard signs- \$740
 - Social media- \$1,000
 - MPAC Banners- \$1,200



23rd Annual CHRISTMAS PARADE of LIGHTS

SATURDAY, DECEMBER 10TH AT 6:30PM HISTORIC DOWNTOWN MCKINNEY

ALL PROCEEDS BENEFIT CHARITIES SUPPORTED BY THE MCKINNEY ROTARY CLUB

Rotary McKinneyParadeOfLights.com



ANNUAL CHRISTMAS

PARADE OF LIGHTS

Club of McKinney

Rotary

CHRISTMAS PARADE of LIGHTS



Enjoy beautifully decorated floats. McKinney ISD Drill ams and Bands, antique fire trucks, and of course NTAT This year's parade theme is "Christmas in Jand" Special thank you to our presenting sponsor mmercial Bank of Texas & to McKinney Community velopment Corporation for their support.

See event information here McKinneyParadeOfLights.con









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Questions?



