

*Annual*  
**CHRISTMAS  
PARADE *of*  
LIGHTS**



**Rotary**

**Club of McKinney**



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# Rotary 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



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# Rotary Club of McKinney

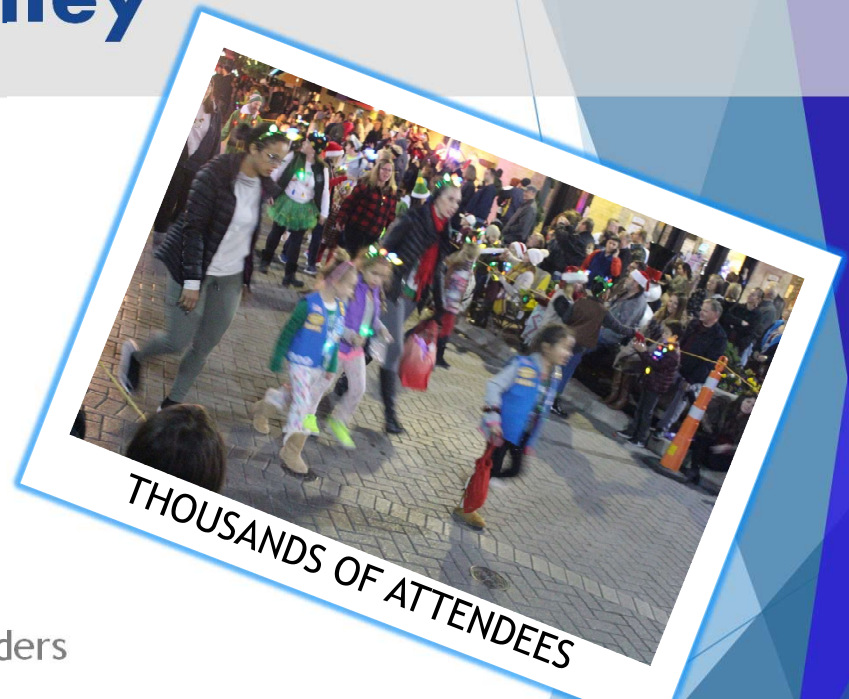
## *23rd Annual McKinney Rotary Christmas Parade of Lights*

### **“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

- 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.**



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## *23<sup>rd</sup> 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.



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COLORFUL FLOATS

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## Marketing strategy:

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

### GO & DO | HOLIDAY PLANNER



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# Rotary Club of McKinney



## *24<sup>th</sup> Annual McKinney Rotary Christmas Parade of Lights*

Questions?



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