



ZACH SAMUELL

REPRESENTING

MARCHING MUSIC MADE IN MCKINNEY 2024



2025 "DCI MCKINNEY" LINEUP



JULY 2025

Sunday AM, 20th

Monday 20th

Tuesday 21th

DCI corps begin arriving in McKinney



DCI McKinney Competition



EVENT & PROMOTIONAL GOALS

2025 EVENTS – DRUM LINE EXPO AND DCI MCKINNEY

- 4th annual events
- Expecting 500+ attendees for the Drumline exhibition & and 3,000+ fans at MISD Stadium for the DCI Competition
- We are exploring with DCI to broadcast the competition globally on FloMarching.com for a second year
- Proceeds benefit MISD band programs (Over \$100k raised in our first 3 years), and local businesses through hotel nights, restaurant spend, food and beverage sales at our Drum Line Expo at TUPPS, etc.)

PROMO GOALS & GRANT REQUEST

- Current objective = support event-related marketing, promotion, and community engagement across DFW
- Advertising & promotion will reach with our 10K+ social following. Heavy focus will be placed on DFW outside McKinney
- Social channels & DCI fan groups extend reach internationally
- Projected Revenue = \$50,100 / Projected Costs = \$23,380
- Visit McKinney request = \$5,000 for promotional support

This is MORE than just a single-day band event – this is a multi-day promotion of the entire McKinney community!





THANK YOU!

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