



MCALLEN HOLIDAY PARADE

The International Award Winning McAllen Holiday Parade is a **SPONSOR FUNDED EVENT** with 2016 attendance over 255,000.

Development of “Destination Signature Events” is a **KEY** strategy to tourism growth and national Brand recognition. **\$13,700,000_AVERAGE ANNUAL ECONOMIC IMPACT** according to UTRGV Department of Research, Innovation and Economic Development.

The City’s commitment for this event includes obtaining major sponsorships to cover cost. The 2016 Parade funded entirely by sponsorships.



**City of McAllen
Destination Event**

**Partnership with
major Corporate
Brands to build a
positive community
spirit & pride**

**Many in the Region
do not have the
means to travel &
experience an event
of this magnitude.**

**Largest single-day
event in South
Texas!**

CITY OF MCALLEN

1300 W. Houston Ave.
McAllen, TX 78501