

MCDC Promotional & Community Grant Presentation



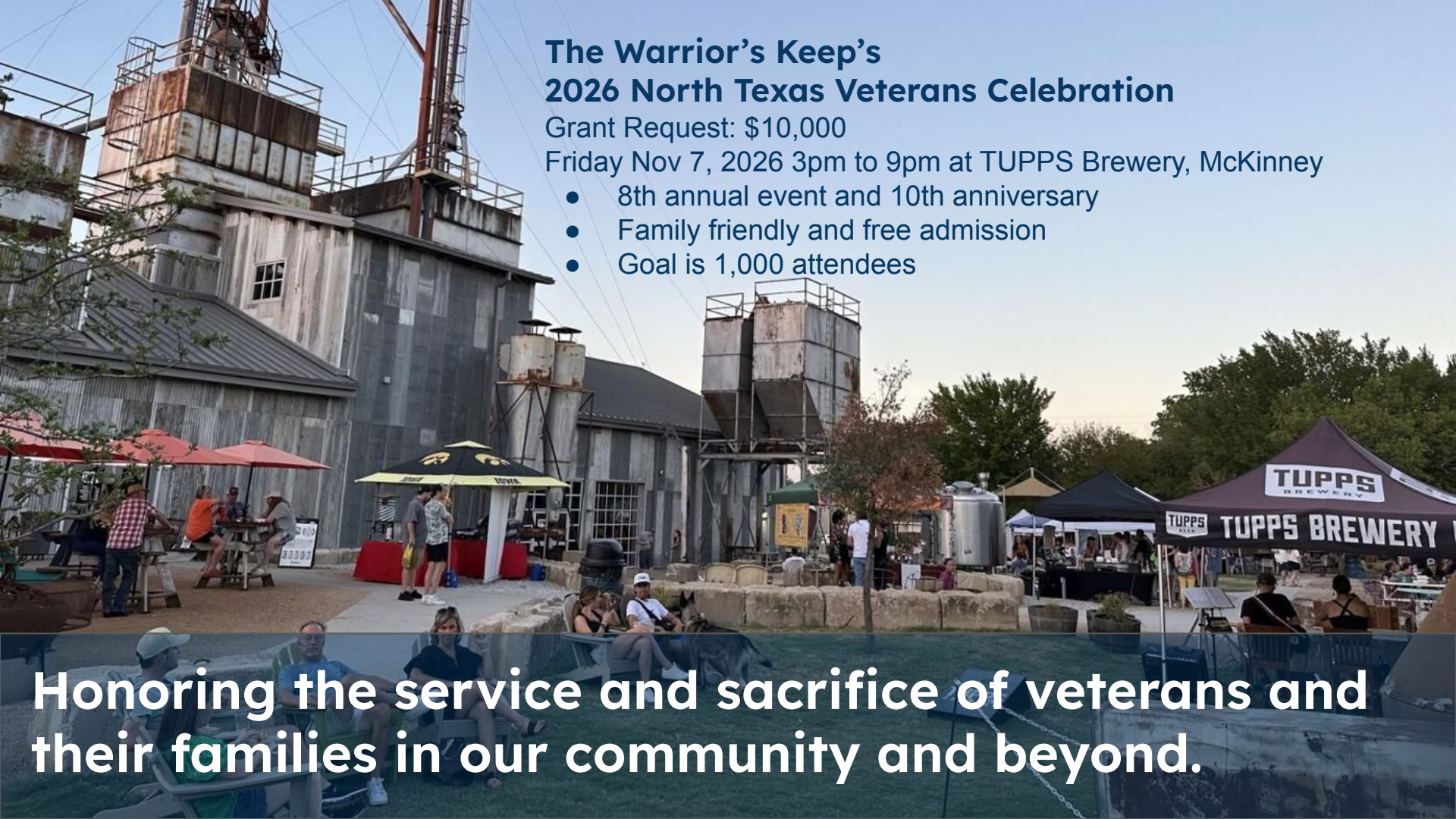
June 2026

Our Mission: Unite, empower, and enhance the quality of life of veterans through outdoor adventure therapy.

- Founded in McKinney in 2016
- Over 1,250 veterans served across 180 outings
- 90% of our funds go directly to programs, which are 100% free to veterans
- Volunteer-driven organization

We actively participate in and support the McKinney community!

We provide positive, supportive, safe access to the outdoors to improve veterans' quality of life.



The Warrior's Keep's 2026 North Texas Veterans Celebration

Grant Request: \$10,000

Friday Nov 7, 2026 3pm to 9pm at TUPPS Brewery, McKinney

- 8th annual event and 10th anniversary
- Family friendly and free admission
- Goal is 1,000 attendees

**Honoring the service and sacrifice of veterans and
their families in our community and beyond.**



- Opening remembrance ceremony
- Military fly-over
- Live music with food, beverage and vendors
- Live fundraising auction
- Family and kid-zone
- Sponsor and community partner activations

We continue to build long-term, sustainable partnerships for enduring impact and legacy while showcasing the best of McKinney.



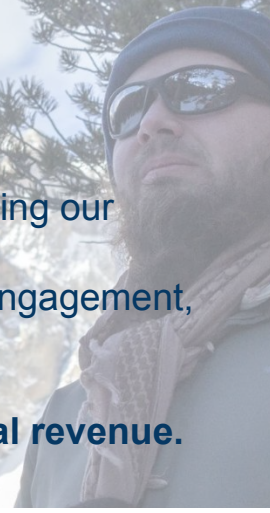
How MCDC can make an impact

Marketing Budget: \$15,000

Grant Request: \$10,000 (66%)

- Video Production, Social Media, Print Media, Radio and leveraging our partners for maximum engagement
- Event success based on attendance, geographic draw, media engagement, sponsorship growth, donations raised, and

**As our flagship event, we aim to fundraise 30%-50% of our annual revenue.
100% of net proceeds fund our outdoor programs.**



A civic and community event that draws regional interest and economic development.



North Texas
VETERANS
CELEBRATION
HOSTED BY
THE WARRIOR'S KEEP
2025