

Our Impact

We have served 1000+ veterans since 2016

35+ Expeditions

70+ Events

1100+ Miles Hiked

30+ Peaks Summited

10+ Certifications

For the past 5 years, we've hosted a Veterans Day celebration and fundraiser at TUPPS Brewery.





Annually, this is our most critical fundraiser.















We will brand and promote this event as

"The North Texas Veterans Day Celebration"

Hosted in the City of McKinney.



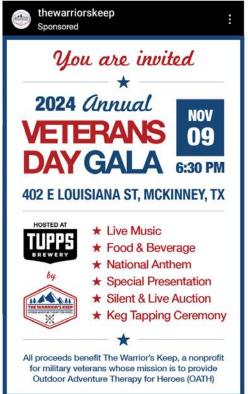
Target Audience

General public
Veterans
Families
Collin, Denton, Dallas
Counties

Marketing Mix

Social media ads Video (Highlight reel) Flyers VFW / Other Vet orgs Visit McKinney Sample social media ads.







We will engage with a <u>local marketing agency</u> to develop ads and campaign.

