

# THE WARRIOR'S KEEP

## 2025 MCDC Promotional Grant Presentation

**PRESENTED BY**

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# Who are we?

We are a non-profit group of veterans and advocates that believe in the healing power of the outdoors.

**Outdoor Adventure Therapy for Heroes (OATH)**

**Based in McKinney since 2016.**

A light gray world map is visible in the background of the entire slide. The title 'Our Impact' is centered at the top in a large, bold, black font.

# Our Impact

**We have served 1000+ veterans since 2016**

**40+**

Expeditions

**75+**

Events

**1200+**

Miles Hiked

**30+**

Peaks Summited

**10+**

Certifications

# Our Event

For the last 6 years we have been hosting an annual Veterans celebration that has evolved and grown into our flagship event critical to fundraising and awareness.

Last year we decided to brand it as  
**The North Texas Veterans Celebration.**







SAT, NOV 9TH, 5PM | TUPPS BREWERY

LEAGUE  
BROTHERS  
BAND

LIVE AT  
TUPPS



NORTH TEXAS  
VETERANS DAY  
20 CELEBRATION 24



★ NORTH TEXAS  
VETERANS DAY ★  
20 CELEBRATION 24



★ TICKETS ON SALE NOW! ★

NORTH TEXAS  
VETERANS DAY  
20 CELEBRATION 24



SATURDAY 11.9.24 @ TUPPS BREWERY

NORTH TEXAS  
VETERANS DAY  
20 CELEBRATION 24  
SATURDAY, NOVEMBER 9TH @ TUPPS



5PM to 9:30PM | 402 E. LOUISIANA ST. | MCKINNEY, TX

NORTH TEXAS  
VETERANS DAY  
20 CELEBRATION 24



SATURDAY, NOVEMBER 9TH @ TUPPS

LIVE MUSIC BY: FLYOVER (5-9:30pm)

LEAGUE  
BROTHERS  
BAND



- ★ SILENT & LIVE AUCTIONS
- ★ KEG TAPPING CEREMONY
- ★ KIDS ACTIVITIES
- ★ BBQ

Visit facebook.com/northtexasveteransday for more information

5PM to 9:30PM | 402 E. LOUISIANA ST. | MCKINNEY, TX

CITY OF MCKINNEY

Saturday, Nov 9th, 5pm, TUPPS



# Our Ask

This year, we are requesting a grant of **\$12,500** to level up our marketing efforts.

# Our Plan

Channel	Estimated Cost
Social Media Ad Buys	\$5000
Print Advertising	\$2500
Press Release Distribution	\$1000
Media & Influencer Partnerships	\$2500
Radio / Newspaper Ads	\$1500
<b>TOTAL</b>	<b>\$12,500</b>

- Targeting 1500 attendees. Veterans, families, general public in Collin, Denton, Dallas, and Tarrant counties.
- Amplifies McKinney as a Veteran-friendly city
- Build awareness and engagement with the community
- Attract Veterans and families to downtown McKinney
- Fundraising goal: \$40K
- Free entry this year



# Thank You

