

Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2025

Important Information

- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available at [McKinneyCDC.org](#) or by emailing Info@McKinneyCDC.org.
- Applications must be completed in full, using this online form and submitted by 5 p.m. on the application deadline indicated on the [Grants page](#) of the McKinney CDC website.
- If you are interested in a preliminary review of your grant request or event idea, please [complete and submit the online Letter of Inquiry](#).

Company Name	The Warrior's Keep
Federal Tax I.D.	81-4187566
Incorporation Date	Tuesday, May 9, 2017
Mailing Address	402 E Louisiana St McKinney, TX, 75069
Phone Number	(214) 566-8353
Email	matthomas@thewarriorskeep.org
Website	https://www.thewarriorskeep.org
Social Media	@thewarriorskeep /thewarriorskeep

Please provide a detailed narrative about your organization including years established, mission, goals, scope of services, staff, successes, contribution to community, etc.

The Warrior's Keep is a veteran-founded non-profit whose mission is to unite, empower and enhance the quality of life for nation's veterans through outdoor adventure therapy. The organization was founded in 2016 in McKinney.

Our programs are designed to educate and assist veterans with the difficulties of reconnecting socially, while achieving inner peace and healing of the mind. Outdoor therapy has been shown to improve quality of life and allow veterans the opportunity to process and reflect on their experiences in a positive environment.

Since our founding we have impacted the lives of 1000+ veterans through our programs. We are highly visible in North Texas and across the nation.

We have low overhead and no paid staff. 90% of the funds we raise go directly back into our programs to help improve the lives of our nation's heroes.

We've taken veterans on expeditions throughout the United States and across the world -- from Mt. Elbert, CO to Mt. Kilimanjaro, Africa.

We are also very proactively involved in the McKinney community. Every year, we provide volunteers to some of McKinney's most notable events including the McKinney Food & Wine Festival, Shamrock Run, Monster Dash, Veterans Day, and many others.

Last year we rebranded our annual Veterans Day celebration to the North Texas Veterans Day Celebration hosted at TUPPS Brewery. We are trying to establish this annual event as the flagship Veterans Day event in the region.

Select One

Nonprofit 501(c)3 (Attach copy of IRS Determination Letter)

IRS Determination Letter for 501(c)3

PDF

FinalLetter_81-4187566_THEWARRIO... .pdf

Representative Completing Application

Matthew Thomas Board Member

Mailing Address

260 E Davis St Apt 2238
McKinney, TX, 75069

Phone Number

(214) 566-8353

Email

matthomas@thewarriorskeep.org

Contact for Communications Between MCDC and Organization

Matt Thomas Board Member

Address

260 E Davis St Apt 2238
McKinney, TX, 75069

Phone Number

(214) 566-8353

Email

matthomas@thewarriorskeep.org

Funding - Total Amount Requested

\$12500

Are matching funds available?

No

Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?

No

Have you received or will funding be requested from other organizations / foundations?

No

Has a request for funding for this Promotional / Community Event been submitted to MCDC in the past five years?

Yes

Please list.

2024

Board of Directors

Matthew Thomas
Darrell Hale
Brian Lauer
Cory Sockwell
Jen Sustarich
Lenda Fidelman
AJ Fidelman
Aaron Towne
Chris Page
Keith Lewis
Andrew Stephan

Leadership Staff

Matthew Thomas - Interim Board President
Keith Lewis - Vice President
Aaron Towne - Treasurer

Information provided for promotional / community event for which you are seeking funding.

Date(s) of Event

11/8/2025

Location(s)

TUPPS Brewery McKinney

Event(s) open to the public?

Yes

Ticket Prices

We will not charge for tickets this year.

Describe the target audience for the event(s).

General public. Families, kids, veterans,

Is this the first for this event?

No

If not, what is the history for the event (annual / biannual since what year)?

This event has transformed over the years. It started out as a more formal gala and morphed into a less formal celebration and fundraiser. We've been hosting a Veterans Day event since our founding, and have co-hosted it with TUPPS the last 5 years. Last year we rebranded the event as The North Texas Veterans Celebration. We had a veteran-led band and a 4 plane flyover which many people came out to see last year.

How does event showcase McKinney for tourism and/or business development?

This event has been hosted at TUPPS for the last 5 years or so. Last year was the first year the event was held at the new TUPPS facility which is very close to downtown.

Expected attendance.

1000

Expected number or percentage of attendees coming from outside of McKinney.

50%

Does the event support a non-profit (other than applicant)?

No

What percentage of revenue will be donated (indicate gross or net)?

80%

Financial Goals of Promotional / Community Event

Gross Revenue

\$60,000

Projected Expenses

\$15,000

Net Revenue

\$45,000

Other Funding Sources

We will self fund many of our expenses and make ourselves whole through sponsorships and donations.

Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.

We've hosted a Veterans Day celebration for the last 5 years with TUPPS Brewery. It gets continuously better each year. We have three main goals:

- 1. Celebrate our nation's veterans with our community
- 2. Raise awareness about our organization
- 3. Fundraise to support our operations (this event historically accounts for 30% of our annual revenue)


Provide a detailed marketing plan and budget for the event(s).

See attachment.

Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)

Promotional Channel	Budget
Print Ads	\$2500
Facebook / Instagram	\$3000
Yard Signs	\$1000

Event Marketing Plan and Budget Attachment

 2025 Marketing Strategy TWK Veteran....pdf

Total Promotional Budget

\$12500

What percentage of the total marketing budget does the grant represent?

100%

Attendance from previous event(s), if applicable

400, 100

Marketing lessons learned from past (what worked and what did not).

- 1. Our timing of the event may have impacted attendance. We are considering holding this event during

- the day on Saturday this year.
- 2. Our social media advertising had excellent impact and engagement
 - 3. We did not do enough print-based marketing.


How will you measure success of your event and marketing campaign? (attendance, website hits, social media indicators, etc.)

Attendance, and by extension, donations/sponsorships.

Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)

Facebook and Instagram ads
FB and Instagram videos
Flyers placed at various businesses
Advertising through Visit McKinney
Advertising through TUPPS Brewery
Press Releases

Budget

 2025 Marketing Strategy TWK Veteran... .pdf

What percentage of Project / Promotional / Community Event funding will be provided by the applicant? 100%

Are matching funds available?

No

What dollar amount and percentage of Promotional / Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?

Sponsorship Revenue	\$25,000
Registration Fees	0
Donations	\$10,000
Other (raffle, auction, etc.)	\$5,000
Net Revenue	\$40,000

- Provide an overview of the organization's financial status, including the impact of this grant request on the organization's mission and goals.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

Budget

 2025 Marketing Strategy TWK Veteran... .pdf

Financial Statements

 Note to MCDC Grant Commitee.pdf

IRS Determination Letter (if applicable)



135_FinalLetter_81-4187566_THEWA... .pdf

W9



TWK - W9.pdf

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule on the Grants page of this website. Presentations will be limited to five (5) minutes followed by time for Board questions.

Please be prepared to provide the information outlined below in your presentation:

- Summary of organization and goals
- Summary of event(s) to include dates, location, ticket prices, target audience, how your event will showcase McKinney, estimated attendance from within and outside of McKinney (and past attendance, if applicable), event features / activities, how event supports your organization's mission, and non-profit beneficiary, if applicable.
- Specific marketing plans for event(s) including promotional channels to be utilized (print, radio, social media, posters, etc.) and budget for each. Please share the percentage of the total marketing budget that this grant application represents.

If funding is approved by the MCDC board of directors, Applicant assures:

- The Promotional / Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional / Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional / Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The organization's officials who have signed the application are authorized by the organization to submit the application.
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional / Community Event for which funds were received.
- Applicant gives permission for the use of Board presentation images on MCDC website and social media content.
- A final report detailing the success of the Promotional / Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional / Community Event.
- Grant funding is provided on a reimbursement basis subsequent to the submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC.**

Applicant Electronic Signature

We certify that all figures, facts, and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Selecting this option indicates your agreement with the above statement.

Chief Executive Officer



Date

Friday, May 30, 2025

**Representative Completing
Application**



Date

Friday, May 30, 2025

Notes

- Incomplete applications or those received after the deadline will not be considered.
- A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.
- Final payment of funding awarded will be made upon receipt of final report.
- Please use the Final Report to report your results. A PDF version is also available.



2025 North Texas Veterans Celebration & Fundraiser Marketing Strategy

Objective:

This marketing strategy aims to effectively promote The Warrior's Keep Veterans Day fundraiser, engaging the community and maximizing participation and donations. The strategy seeks to secure a grant from the City of McKinney to fund comprehensive marketing efforts. The event will be held at TUPPS Brewery, a venue where we have successfully hosted veteran events since 2017. We aim to establish this Veterans Day event as the premier Veterans Day celebration in the North Texas area, attracting over 1,000 attendees this year and into the future.

Target Audience:

1. **Veterans and their families**
2. **Local businesses and organizations**
3. **Community members**
4. **Social media followers**
5. **Local media outlets**
6. **Attendance goal: 1000 attendees (not including children)**

Key Messages:

1. **Honoring Veterans:** Emphasize the importance of celebrating and supporting veterans.
2. **Community Impact:** Highlight the positive impact of The Warrior's Keep on the veteran community.
3. **Participation and Support:** Encourage community participation and support through donations and attendance.

Ticket Pricing

Because of the poor experience we had with ticketing at the 2024 event, we will not run this as a ticketed event this year. Instead it will be open to the public and we will suggest donations at entry.

Event Sponsorship

As an organizational fundraising event, we will likely derive the majority of our non-profit revenue from sponsorships. We will be offering several different sponsorship packages:

1. Title Sponsorship (\$10,000) - includes reserved table, merchandise, most prominent signage and recognition
2. Tier 1 Sponsorship (\$5,000) - includes reserved table, merchandise, more prominent signage and recognition
3. Tier 2 Sponsorship (\$3,000) - merchandise, signage, and recognition

We reserve the right to adjust the cost and numbers for these sponsorship tiers as planning is still in progress.

Marketing Channels and Strategies:

1. Digital Marketing

Video:

- In 2024, we invested in a videographer to capture footage of the event. This year we'd like to hire a videographer to utilize the footage to create a sizzle video.

Website:

- **Landing Page:** Create a dedicated Veterans Day fundraiser landing page on The Warrior's Keep website, featuring event details, donation options, and success stories.
- **SEO Optimization:** Optimize the page with relevant keywords to enhance visibility on search engines.

Social Media:

- **Platforms:** Utilize Facebook, Instagram, Twitter, and LinkedIn.
- **Content Plan:** Develop a content calendar with regular posts leading up to the event, including veteran stories, event details, sponsor highlights, and donation calls-to-action.
- **Engagement:** Use interactive content such as polls, countdowns, and live Q&A sessions to engage followers.
- **Advertising:** Invest in targeted social media ads to reach a wider audience.

Email Marketing:

- **Email Campaigns:** Send a series of email campaigns to The Warrior's Keep subscriber list, including save-the-date notices, event details, and donation requests.
- **Personalized Messages:** Use segmentation to send personalized messages to different audience segments (e.g., past donors, volunteers, community members).

Online Fundraising Platforms:

- **Integration:** Integrate with online fundraising platforms such as GoFundMe or Mightycause to facilitate donations.
- **Campaign Promotion:** Promote the fundraising campaign on these platforms and encourage social sharing.

2. Traditional Marketing

Print Media:

- **Flyers and Posters:** Design and distribute flyers and posters throughout McKinney in high-traffic areas, local businesses, and community centers.
- **Direct Mail:** Send direct mail invitations and donation requests to targeted community members and businesses.

Local Media:

- **Press Releases:** Write and distribute press releases to local newspapers, magazines, and radio stations.
- **Media Partnerships:** Partner with local media outlets to secure coverage of the fundraiser and feature stories on The Warrior's Keep and its impact.

Radio:

- **Radio Ads:** Purchase ad spots on local radio stations to promote the event.
- **Interviews:** Arrange for interviews on local radio shows to discuss the event, its purpose, and its impact on veterans.

Event Promotions:

- **Community Events:** Promote the fundraiser at local community events leading to Veterans Day.
- **Business Partnerships:** Collaborate with local businesses to display event posters and provide sponsorship opportunities.

3. Event Day Marketing

Live Streaming:

- **Platforms:** Live stream the event on social media platforms to engage a broader audience.
- **Interactive Elements:** Include interactive elements such as virtual donation buttons and live shout-outs to donors.

On-Site Engagement:

- **Signage:** Use clear, attractive signage to guide attendees and highlight donation opportunities.
- **Volunteer Ambassadors:** Deploy volunteers to engage with attendees, share information about The Warrior's Keep, and encourage donations.

Post-Event Follow-Up:

- **Thank-You Campaign:** Send personalized thank-you messages to donors and participants, highlighting the impact of their contributions.
- **Impact Report:** Share an impact report detailing the funds raised and how they will be used to support veterans.

Budget Breakdown:

Channel	Estimated Cost
Video Reel	\$3000
Social Media Ad Buys	\$3000
Print Advertising	\$2500
Press Release Distribution	\$1000
Media Partnerships	\$1500
Radio / Newspaper Ads	\$1500
TOTAL	\$12,500

Conclusion

By implementing this comprehensive marketing strategy, The Warrior's Keep aims to maximize community engagement and fundraising success for the Veterans Day event. The requested grant from the City of McKinney will significantly enhance our ability to reach a wider audience and ensure the event's success. We aim to establish this event as the premier Veterans Day celebration in the North Texas area, attracting over 2,000 attendees and providing meaningful support for our veterans. Thank you for your consideration and support in honoring our veterans and supporting their reintegration through meaningful outdoor experiences.

Influencers:

Aaron or Beth at Visit McKinney
Mayor of McKinney

Andrew from Main Street
MCDC
Chamber of Commerce
SBG Hospitality
TUPPS Brewery
Carry the Load
Teague Brothers

To the MCDC Promotional Grant Committee:

The Warrior's Keep has never had audited financial statements. As a small, all-volunteer organization, we historically operate on a light annual budget usually \$50K to \$80K and have no paid employees. Our accounting and financial operations are not complex. We would be happy to provide bank statements if necessary. Thank you!

Matt Thomas
Interim Board President
The Warrior's Keep

214.566.8353
matthomas@thewarriorskeep.org

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **MAY 09 2017**

THE WARRIORS KEEP
207 E LAMAR
MCKINNEY, TX 75069

Employer Identification Number:
81-4187566
DLN:
17053004342017
Contact Person:
KIMBERLY L KITCHENS ID# 31457
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
October 17, 2016
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

THE WARRIORS KEEP

Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements

Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

► Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type.
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

The Warrior's Keep

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC

☐ C Corporation

☐ S Corporation

☐ Partnership

☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ►

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☐ Other (see instructions) ► **Non-Profit Corporation exempt under IRS Code Section 501c3**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.

Requester's name and address (optional)

207 E Lamar Street

6 City, state, and ZIP code

McKinney, Texas 75069

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

____ - ____ - _____

or

Employer identification number

8 1 - 4 1 8 7 5 6 6

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign
Here

Signature of
U.S. person ►

John Cody Hardin

Date ►

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding*, later.