

Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2026

MCDC Mission

Staying true to voter intent, we work proactively, in partnership with others, to promote and fund community, cultural, and economic development projects that maintain and enhance the quality of life in McKinney.

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.
- If you are interested in a preliminary review of your grant request or event idea, please [complete and submit the online Letter of Inquiry](#).
- **Applications must be submitted via online form and must be submitted no later than 5 p.m. on the deadline date.**

All applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure Board consideration for funding.

- Detailed event description
 - Comprehensive narrative that includes event mission, goals, planning and execution timeline;
 - Planned activities pre-event and during event;
 - History of past or similar events;
 - Event budget (fundraising goals, projected revenue, funding sources);
 - Ticket price(s). (At least one category of ticket must be \$35 or under.)
 - Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan.
- Target audience – Please include data from previous events if available.
 - Attendance projections (include how your calculations were made);
 - Target audience including demographics (families, young adults, seniors, all ages, ethnicity) as well as diversity of interests (arts, culture, recreation, sports, shopping, etc.);
 - Geographic reach (goal for attendees from outside of McKinney, estimated travel distance).
- Community and economic impact
 - Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities).
- Marketing and promotional plan

Detailed and itemized plan and promotional budget - include strategies and channels (print ads, press releases, digital ads, social media, radio, posters, flyers, yard signs, articles, etc.);

- Social media followship and website data if available.
- Financial viability of organization (Please provide the following documentation)
 - Verification of organization's status (IRS letter of determination, W9);
 - Most recent two years of financial statements including organization's budget and profit/loss statements (audited preferred or written explanation if audit not available);

Promotional and Community Event Grant Calendar

To ensure timely and effective use of promotional grant funds, we recommend event(s) are scheduled to occur at least 4-6 months after the award notification date(s).

Cycle I

- Application Deadline: Nov. 28, 2025
- Presentation to MCDC Board: Dec. 18, 2025
- Board Vote and Award Notification: Jan. 22, 2026

Cycle II

- Application Deadline: May 30, 2026
- Presentation to MCDC Board: June 25, 2026
- Board Vote and Award Notification: July 23, 2026

Organization Name	The Warrior's Keep
CEO / Executive Director	Mr. Cory Sockwell (Board Chairperson)
Federal Tax I.D.	81-4187566
Incorporation Date	Tuesday, May 9, 2017
Mailing Address	402 E Louisiana St, Building 2 McKinney, TX, 75069
Phone Number	(214) 477-1325
Email	admin@thewarriorskeep.org
Website	https://www.thewarriorskeep.org/
Social Media	@thewarriorskeep /thewarriorskeep , /thewarriorskeep

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

The Warrior's Keep is a veteran-founded and predominantly veteran-run nonprofit with a mission to unite, empower, and enhance the quality of life for veterans through outdoor adventure therapy. Founded in 2016 in McKinney, we focus on supporting veterans through the well-documented challenges of reintegrating into civilian life, including all aspects of mental wellness. Outdoor therapy has been shown to improve quality of life and provides veterans the opportunity to process and reflect on their military experiences in a positive, supportive, and safe environment.

Since our founding, The Warrior's Keep has meaningfully impacted more than 1,000 veterans nationwide. We are highly visible in North Texas and continue expanding outreach across the USA. We operate with low overhead and no full-time paid staff, relying on community and volunteer support as well as a working Board of Directors. Approximately 90% of funds raised go directly to outdoor adventure programs, including hiking, backpacking, and mountaineering expeditions in Texas, Colorado, New Mexico, and Arkansas. In 2020, we executed two major expeditions and were the largest veteran group to summit Mt. Kilimanjaro that year.

The Warrior's Keep remains actively engaged in the McKinney community, providing volunteers to major local events including the McKinney Food & Wine Festival, Shamrock Run, Monster Dash, and Veterans Day activities. In 2024, we realigned our annual Veterans Day celebration as "The North Texas Veterans Day Celebration," hosted at TUPPS Brewery. Now approaching its 8th annual celebration on the 10th anniversary of TWK as an organization — the event continues to grow as our flagship annual fundraiser and community engagement initiative, while showcasing the City of McKinney and its community across the State of Texas.

Select One

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

IRS Determination Letter for 501(c)3



A1. 501c3 IRS Determination Letter - T....pdf

Is the representative information same as above?

Yes

Is the contact for communications between MCDC and the organization same as above?

Yes

Total Amount Requested

\$10,000

Are matching funds available?

No

Have you received or will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?

No

If applicable, please indicate the name of the events, year(s) and amount(s) of MCDC funding received in the past five years.

2025 North Texas Veterans Day Celebration (\$5,000); 2024 North Texas Veterans Day Celebration (\$5,000)

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

Date(s) of Event 3pm - 9pm, Saturday, 7 November 2026

Location(s) TUPPS Brewery McKinney

Ticket Prices

Free entry with food, drink, sponsors and vendors services/goods available for purchase as well as a live-auction to raise funds for The Warrior's Keep

Is this the first time for this event?

If not, what is the history for the event (beginning in what year and how often is it held)?

The Warrior's Keep's 8th Annual North Texas Veterans Celebration (formerly Veterans Day event), this event has transformed over the years. Initially launched as a black-tie fundraising gala, the tone and format evolved into a more casual, family-friendly, and community-centric celebration and fundraiser. The Warrior's Keep has hosted a Veterans Day event since 2016 and has co-hosted it with TUPPS Brewery since 2020. In 2024, the event was recast as The North Texas Veterans Celebration, featuring a veteran-led band and a four-plane military flyover, which has become a community favorite.

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

The celebration is hosted at TUPPS Brewery in Downtown McKinney and is supported by a broad network of local businesses serving as donors, sponsors, and partners. In honoring military service and raising awareness for veterans, the event also highlights the contributions and ventures of these community businesses, showcasing the strength and vitality of McKinney's local economy.

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

If yes, what organization(s) are supported? The Warrior's Keep

What percentage of revenue will be donated (indicate gross or net)? 100% (Net)

Expected total attendance and how calculations were made. 1,000 attendees. Event attendance has grown year-over-year and we expect this year's event to be the biggest yet. Adapting the event from Friday evening to Saturday afternoon will significantly increase accessibility, particularly for families with children. 2025 attendance recorded at 500 pers; 2024 attendance recorded at 350 pers.

Expected percentage of attendees coming from outside of McKinney. 30%

Total attendance from previous event(s) (if applicable)

80 _____ of attendees from McKinney at the previous event.
percentage

20 _____ of attendees from outside of McKinney at the previous event.
percentage

Geographic Reach (estimated travel distance) 1,000 miles

Describe the TARGET AUDIENCE to include:

- Demographics (i.e. families, young adults, seniors, all ages, ethnic diversity)
- Diversity of interests (i.e. arts, culture, recreation, sports, shopping, etc.)

The target audience includes veterans and veterans' groups (such as VFW organizations), active-duty, reserve, and National Guard members, military families (past and present), local residents, and the general public, including regional visitors and tourists. As an inclusive, family-friendly event, it offers activities and spaces suitable for all ages and abilities. The event is designed to foster community engagement and attract a diverse cross-section of the North Texas region in support of those who serve our nation.

Attendees are expected to have varied interests, including outdoor adventure and recreation, physical and mental wellness, live music, food and craft beer, community festivals, veteran and military appreciation, family-oriented activities, and support for small businesses. The event also appeals to those interested in local culture, civic engagement, and nonprofit support, reflecting the ethnic and socioeconomic diversity of McKinney and the greater North Texas region.

FINANCIAL GOALS FOR EVENT OF PROMOTIONAL / COMMUNITY EVENT

Gross Revenue	\$50,000
Projected Expenses	\$15,000
Net Revenue	\$35,000

Please provide funding sources and dollar amounts associated with each of the following.

Sponsorship Revenue	\$35,000
Registration Fees	\$0
Donations	\$5,000
Other (raffle, auction, etc.)	\$10,000
Net Revenue	\$35,000

Metrics to evaluate success of event. Outline the metrics that will be used to evaluate success of the proposed event (attendance, reach from across targeted audiences, funds raised, tickets sold, etc). If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Both qualitative and quantitative metrics will be used to evaluate the success of the event, in addition to a TWK After Action Review that identifies lessons learned and opportunities for improvement year over year:

1. Total event attendance (headcount on entry);
2. Incremental crowd counts at key times (flyover, keynote, auction);
3. Geographic reach of attendees (by zipcode to identify local, regional, and out-of-state);
4. Participation across target groups (veterans, military families, general public);
5. Live auction performance (count of items auctioned, feature item sale-price, total revenue generated, bidder count/participation);
6. Funds raised (gross and net revenue);
7. Sponsorship revenue, number of sponsors, sponsor participation and satisfaction;
8. Community and business partner participation and satisfaction;

9. Volunteer engagement (number of volunteers and hours contributed);
10. Social media reach (impressions, engagement, follower growth);
11. Media coverage and public visibility;
12. Attendee satisfaction (in-situ engagement, post-event surveys, and community feedback);
13. Qualitative impact (testimonials from veterans, families, and partners).

Provide a comprehensive narrative that includes:

- Mission, goals, planning and execution timeline
- Planned activities (pre-event and during event)
- History of past or similar events
- Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan

MISSION:

To commemorate Veterans Day and the 10-year anniversary of our organization, The Warrior's Keep hosts its flagship annual North Texas Veterans Celebration, bringing together the McKinney community to honor the service and sacrifice of veterans and their families.

GOALS:

The primary goals for the 2026 North Texas Veterans Celebration are to:

1. Honor veterans and military families through a meaningful public celebration while increasing awareness of veteran mental wellness and reintegration programs.
2. Fundraise 30–50% of The Warrior's Keep's annual revenue to sustain and strengthen its programs, while increasing awareness of The Warrior's Keep and its mission to support ongoing community engagement.
3. Showcase McKinney as a regional destination for cultural tourism and civic events while strengthening community engagement across the city and greater North Texas region.
4. Build long-term, sustainable partnerships between nonprofits, local government, small businesses, and The Warrior's Keep to create enduring impact and legacy.
5. Improve this event and our community contribution every year.

PLANNING TIMELINE:

Apr 2026: Confirm venue (TUPPS Brewery)

May 2026: TWK Board/Committees kick-off dedicated event planning to include sponsor outreach and partnership development; military-flyover request; MCDC Grant Deadline

June 2025: MCDC Grant Presentation

July 2026: Event programming finalized (ceremony, flyover coordination, entertainment, auction planning/procurement), sponsorship commitments secured; MCDC Board Vote & Award Notification

Aug 2026: military liaison confirms flyover

Sep 2026: Marketing launch sponsor/vendor/auction onboarding, volunteer recruitment

Oct 2026: Final event logistics and venue coordination (security, parking, run-of-show, staging, weather contingency planning)

Week of 02 - 07 Nov 2026: Final walkthroughs, media coordination, volunteer training, and safety/contingency briefings; site set-up begins

7 Nov: Event

Post-event: Financial reconciliation, sponsor reporting, impact evaluation, and MCDC final reporting submission (due at 30 days post)

EVENT ACTIVITIES:

Opening remembrance ceremony honoring fallen service members

4-ship "missing man" military flyover

Featured veteran keynote speaker

Live fundraising auction

Live music and veteran-led performances

Family-friendly activities (Photobooth, Kid-Zone)

Food and beverages (Hog Roast, Craft Bear)

Private dinner for lead sponsors

Community networking, vendor, and sponsor activation spaces

HISTORY OF PAST OR SIMILAR EVENTS:

The Warrior’s Keep has hosted a Veterans Day event annually since 2016, evolving into one of the premier veteran-focused community celebrations in North Texas. Initially launched as a black-tie fundraising gala, the event has since transformed into a more accessible, family-friendly community festival centered on inclusion, engagement, and local impact.

Since 2020, the event has been co-hosted with TUPPS Brewery in Downtown McKinney, strengthening its community footprint and expanding participation. In 2024, the event was formally rebranded as the North Texas Veterans Celebration, featuring expanded programming including a veteran-led band and a four-plane military flyover, both of which have become signature elements of the event experience.

Not just the 8th annual celebration, the 2026 event also stands out as the 10-year anniversary of The Warrior’s Keep organization! We’re humbled by and proud of the impact we’ve made in the first decade, and look forward to the next!

SAFETY AND SECURITY PLAN:

The event will implement a coordinated safety plan in partnership with local law enforcement/emergency services, venue security, TWK organization and volunteer event staff. Measures such as clearly marked entry/exits, advance coordination with city officials (to include the fly-over, parking, and emergency responder access), and crowd control for stage/auction activities and family areas.

PARKING AND TRAFFIC MANAGEMENT:

Parking will utilize designated areas in and around Downtown McKinney and TUPPS Brewery. Rideshares, carpools, drop-offs, and responsible alcohol consumption will be encouraged.
Weather Contingency Plan

TUPPs is known for hosting private events and offers versatile spaces that can adapt to weather conditions. Inclement weather will impact the fly-over and may result in cancellation.

EVENT STAFFING PLAN:

The event is executed through a volunteer-driven model supported by The Warrior’s Keep Board of Directors and community partners.

Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities, etc.)

The North Texas Veterans Celebration brings together sponsors, donors, partners, and vendors to create a civic and community event that showcases McKinney as a thriving regional destination with a patriotic core. Hosted at TUPPS Brewery in Downtown McKinney, the event draws residents and visitors who engage with local dining, shopping, and entertainment before, during, and after the celebration.

Attracting attendees and media attention from across North Texas, the celebration increases tourism activity and supports adjacent revenue generation from out-of-area visitors. Through its network of community and business partners, the event highlights McKinney’s vibrant local economy and encourages broader exploration of the city, reinforcing its identity as a “Live, Work, & Play” destination.

Provide a detailed and itemized promotional plan and budget for the event(s). Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)

Promotional Channel	Budget
Video Production	\$3,000
Social Media Advertising	\$4,000
Print Media	\$3,000
Media Partnerships and Distribution	\$2,500

Promotional Channel	Budget
Radio Advertising	\$2,500

Event Marketing Plan and Budget Attachment


A2. 2026 Marketing Strategy TWK Vet... .pdf

Total Promotional Budget \$15,000

Does your marketing plan include components specifically designed to promote your event(s) within the ethnically diverse communities that call McKinney home? Please share details.

Yes. The marketing plan includes inclusive outreach designed to engage McKinney’s ethnically and culturally diverse communities. Digital campaigns (social media, email, and video storytelling) will highlight diverse veteran and family experiences and use targeted advertising to reach a broad range of North Texas audiences. Robust print and radio marketing ensures reach to communities with less digital presence to include the senior citizen veteran community. Community outreach will leverage partnerships with local businesses, civic groups, veterans’ organizations, and faith-based networks to extend awareness across diverse neighborhoods and develop direct relationships that aim to convert awareness into event attendance. The event is free, family-friendly, and accessible to all, ensuring broad participation and equitable engagement across McKinney’s resident and visitor population.

What percentage of the total marketing budget does the grant represent? 66%

Marketing lessons learned from past events (if applicable).

1. 2025 event timing (Friday evening) may have limited wider attendance. The 2026 event will shift to a daytime/afternoon Saturday to improve accessibility and turnout, especially for families with children.
2. Social media advertising was highly effective. Digital and paid social campaigns generated strong engagement and will remain a primary focus for outreach.
3. Print marketing was underused. We did not use enough flyers, posters, and local business outreach, limiting reach to diverse and non-digital audiences. This will be expanded in this year’s efforts.
4. 2024 revealed that paid entry tickets are a barrier to attendance and community engagement. In 2025 we adapted to free entry with donation-based options and vendor activation which improved revenue outcomes. The 2026 event will remain free for entry.
5. As a small volunteer-run organization, the TWK Working Board continues to actively develop and apply lessons learned expanding positive impact. We value all feedback.

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

Examples of past marketing materials to include a link to the 2025 event promotional video may be found in the Annex of the attached 2026 North Texas Veterans Celebration & Fundraiser Marketing Strategy.

Additional details related to marketing efforts.

Please refer to 2026 North Texas Veterans Celebration & Fundraiser Marketing Strategy for complete details.

Metrics to evaluate success of marketing/promotional plan: Outline the metrics that will be used to evaluate overall success of the executed promotional plan. If funding is awarded, this should be included in the final report. (success in reaching new audiences, social media data, website analytics, etc).

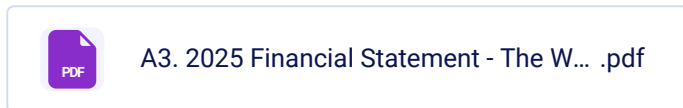
We are supported by SBG Hospitality to assist us in expanding our marketing reach and performance. Metrics evaluated will include:

1. Social media performance, including reach, impressions, engagement rate, and video views;
2. Paid advertising effectiveness, including click-thru-rate, cost-per-click, and conversions to landing page visits or donations;
3. Website analytics, including unique visitors, traffic sources, and conversion rates on donation/event pages;
4. Email marketing metrics, including open rates, click-through rates, and conversion to action;
5. Content performance, including engagement on video, storytelling, and promotional posts;
6. Media reach, including press placements and estimated audience impressions;
7. Partner amplification, including number of organizations sharing content and referral traffic generated;
8. Marketing-driven conversions, tracking donations, sponsorship inquiries, and sign-ups generated through campaign channels.

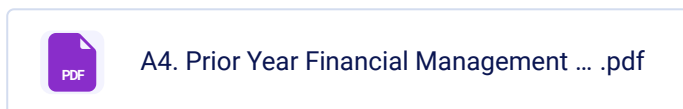
Please provide:

- Verification of organization’s status (IRS letter of determination, W9, etc.)
- Most recent two years of financial statement including organization’s budget and profit/loss statement (Audited is preferred or written explanation if audit not available.)

Budget



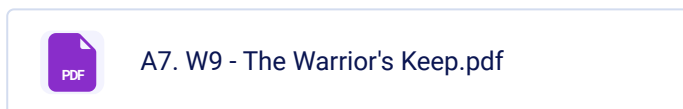
Financial Statements



IRS Determination Letter (if applicable)



W9



All Applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure the Board consideration for funding

Procedure

Application completed and submitted prior to deadline (5:00 PM on deadline date)

Application Submitted via online form

Organization and Financial Information

Completed all organizational information

Provided documentation of organization status (IRS letter, W9)

Two most recent years of financial statements (budget + profit & loss) (audited if available)

Event Description

Missions, goals, execution timeline, programming/activities, budget

Event dates, times, and location(s)

Cultural or community relevance

Target audience (numbers, demographics, geographic reach, diversity, past data)

Community & Economic Impact

Description of how the event promotes tourism and economic development

Economic impact projections

Benefits to McKinney residents and the community's quality of life

Marketing & Promotional Plan

Itemized marketing plan and budget

List of marketing channels (print, digital, radio, social, etc.)

Promotional time

Social media engagement data and website analytics (if available)

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule outlined on this application. Presentations will be limited to five (5) minutes, followed by time for questions from the Board. **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, estimated attendance from within and outside of McKinney (and past attendance if applicable), event and pre-event activities, how event supports your organization's mission, non-profit beneficiary if applicable,
- Event logistics including timeline, safety/security, parking/traffic management
- How your event showcase McKinney for tourism and economic development
- Specific marketing plans for event(s) including promotional channels and budget for each.
- Past promotional success and lessons learned (if applicable).
- Percentage of total marketing budget that this grant application represents.

- 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.
- Recognition to MCDL:
 - MCDL 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 MCDL for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDL and included in an executed performance agreement.
 - Grant recipients are encouraged to use graphics and text from the MCDL Grantee Toolkit (to be provided to all grant recipients) for posts/ads to help share how MCDL partners with your organization.
- The Organization officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDL Grant Guidelines in executing the Promotional/Community Event for which funds were received.
- Applicant gives permission for the use of Board presentation images and other published event images on MCDL and City of McKinney website and social media content and print/digital publications.
- Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/Community Event(s). Applicant may choose to use the [online form for Final Report](#) or email Final Report to info@mckinneycdc.org. If emailed, Final Report may be in any format. All Final Reports should include:
 - narrative report on the event(s),
 - goals and objectives achieved based on performance metrics outlined in the application,
 - financial data (budget vs. actual expenses and revenues along with explanation for variances,
 - amount donated to charity (if applicable),
 - samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions),
 - statement/examples demonstrating how grant recipient promoted MCDL as a partner, and
 - photos and/or video of the event(s).
- Grant funding is provided on a reimbursement basis subsequent to 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 MCDL**.
- Funds granted must be used within one year of the date the grant is approved by the MCDL board.

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

Thursday, May 28, 2026

Representative Completing Application



Date

Thursday, May 28, 2026

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.



2026 North Texas Veterans Celebration & Fundraiser Marketing Strategy

Objective

This marketing strategy supports The Warrior's Keep's (TWK) 2026 North Texas Veterans Celebration, a flagship Veterans Day fundraiser held at TUPPS Brewery in Downtown McKinney. The objective is to maximize community awareness, attendance, engagement, and fundraising outcomes while strengthening McKinney's position as a regional destination for civic and cultural events.

The strategy is designed to support outreach, sponsorship activation, and public engagement efforts that increase participation across veterans, families, residents, and regional visitors. Grant support from the City of McKinney will significantly enhance these efforts and expand the event's reach and economic impact.

The event aims to establish the TWK North Texas Veterans Celebration as the premier Veterans Day observance in the region, attracting more than 1,000 participants and building long-term growth toward expanded veterans awareness and civic-regional participation.

Target Audience

- Veterans and veterans' organizations (including VFW and service groups)
- Active-duty, reserve, and National Guard members
- Military families (past and present)
- Local residents and the general public
- Regional visitors and tourists
- Local businesses, civic organizations, and sponsors
- Social media followers and online communities
- Local and regional media outlets

Key Messages

- **Honoring Service:** Celebrating and recognizing the sacrifice of veterans and military families
- **Mission-based Community Impact:** Highlighting The Warrior's Keep's mission and veteran mental wellness programs
- **Quality of life Community Impact:** Showcasing the City of McKinney and improved quality of life for residents and local businesses
- **Engagement & Participation:** Encouraging attendance, donations, and community involvement

Ticketing / Accessibility

To increase accessibility and maximize community participation, the 2026 event will be free and open to the public. Instead of ticket sales, the event will utilize suggested donations at entry points and donation-based offerings/services throughout the venue to support fundraising efforts for veteran programs.

Event Sponsorship

As a primary organizational fundraiser, sponsorships represent a significant portion of event revenue and directly support veteran programming through The Warrior's Keep.

Sponsorship tiers include:

- Title and Presenting Sponsorship (\$10,000): Reserved table, premium recognition, merchandise inclusion, and top-tier branding placement
- Tier 1 Sponsorship (\$5,000): Reserved table, prominent signage, and sponsor recognition
- Tier 2 Sponsorship (\$3,000): Event signage, acknowledgment, and sponsor visibility
- Tier 3 Partnership (\$500): Featured pop-up space, acknowledgment, and sponsor visibility

Sponsorship revenue directly offsets event costs and supports The Warrior's Keep's Outdoor Adventure Therapy for Heroes (O.A.T.H.) programming. Final sponsorship pricing and allocations may be adjusted as planning progresses.



Marketing Channels and Strategies

1. Digital Marketing

Video Content:

- Professional videography capturing event highlights, veteran stories, and sponsor engagement to include a post-event “sizzle reel” to support future fundraising and outreach.

Website & Landing Page:

- Dedicated The Warrior’s Keep Veterans Celebration landing page featuring event details, sponsorships, donation options, and impact stories.
- Dedicated TUPPS Brewery landing page featuring event details, sponsorships, donation options, and impact stories.
- SEO optimization to increase regional visibility and search traffic.

Social Media

- Platforms: Facebook, Instagram, X (Twitter), LinkedIn
- Content: veteran stories, countdowns, sponsor highlights, event updates, and donation campaigns
- Paid advertising targeting North Texas audiences
- Interactive engagement (polls, reels, live updates, and Q&A content)

Email Marketing

- Targeted campaigns to donors, volunteers, sponsors, and community supporters
- Segmented messaging for past participants, partners, and new audiences

Online Fundraising Platforms

- Integration with donation platforms (e.g., Mightycause, GoFundMe)
- Campaign sharing to expand reach and encourage peer-to-peer fundraising

2. Traditional Marketing

Print Media

- Flyers and posters distributed throughout Downtown McKinney, retail corridors, and community hubs
- Direct outreach through Chamber of Commerce and Main Street networks



Local Media & Press

- Press releases distributed to regional newspapers, radio, and magazines
- Media partnerships to highlight event impact and veteran storytelling

Radio & Broadcast

- Local radio advertising and interview opportunities to promote event awareness
- Community storytelling segments highlighting veterans and mission impact

Community Partnerships

- Cross-promotion with local businesses and hospitality partners
- Event visibility in storefronts, restaurants, and civic spaces

3. Event Day Marketing

Live Streaming & Digital Engagement

- Live streaming of key event moments (ceremony, speaker, flyover, auction)
- Real-time donation links and audience engagement tools

On-Site Activation

- Clear signage for sponsorships, donations, and program information
- Volunteer ambassadors engaging attendees and promoting participation
- Sponsor activation areas and community engagement zones

Economic Activation

- Encouragement of pre- and post-event dining, shopping, and exploration of Downtown McKinney
- Promotion of local restaurants, shops, and hospitality partners

4. Post-Event Engagement

- Personalized thank-you outreach to donors, sponsors, and participants
- Impact reporting highlighting funds raised and program outcomes
- Video recap and storytelling content to extend engagement beyond the event
- Continued donor and sponsor cultivation for future events



Detailed Marketing Budget

Total Promotional Budget: \$15,000

Cost Share: The TWK MCDC Grant request of \$10,000 represents 66% of our total promotional and marketing budget and will significantly expand outreach and community engagement. This investment will increase event visibility and attendance while generating measurable economic and social benefits for the City of McKinney and meaningful support for our veterans.

Channel / Estimated Cost (Totals \$15,00)

1. Video Production / \$3,000
2. Social Media Advertising / \$4,000
3. Print Media / \$3,00
4. Media Partnerships and Distribution / \$2,500
5. Radio Ads / \$2,500

All marketing expenditures directly support attendance growth, tourism activation, community engagement, and fundraising outcomes that sustain veteran programming through The Warrior's Keep.

Strategic Partners

- City of McKinney leadership (Mayor and elected officials)
- Visit McKinney tourism representatives
- McKinney Community Development Corporation (MCDC)
- McKinney Chamber of Commerce
- McKinney Main Street
- TUPPS Brewery
- Local hospitality and restaurant partners (SBG Hospitality and others)
- State and regional military installations - all services, all components
- Veterans organizations (VFW, Carry The Load, etc.)
- Community advocates and regional partners
- TWK board member affiliations and professional partners

These partners play a critical role in amplifying awareness, increasing attendance, and strengthening McKinney's civic and tourism impact.

Conclusion

By implementing a comprehensive marketing strategy to promote this flagship annual event, The Warrior's Keep aims to maximize community engagement and fundraising success in support of veterans and its mission-driven programs.



The requested grant from the McKinney Community Development Corporation will significantly expand our reach and amplify the event's impact and success. We aim to establish this event as the premier Veterans Day celebration in the North Texas region, attracting 1,000+ attendees and generating meaningful support for veterans through awareness, engagement, and fundraising.

Thank you for your consideration and continued support in honoring our veterans and strengthening their reintegration through meaningful outdoor experiences.



Annex: Samples of Past Marketing Efforts:

- 1-3. 2025 TWK Veterans Celebration Flyers
4. 2025 NTX Veterans Celebration Warriors Sponsor Deck
5. [2025 NTX Veterans Celebration Promotional Video \(Facebook\)](#)
6. <https://tuppsbrewery.com/event/ntx-veterans-day-celebration/>
7. <https://facebook.com/event/2025northtexasveteranscelebration>



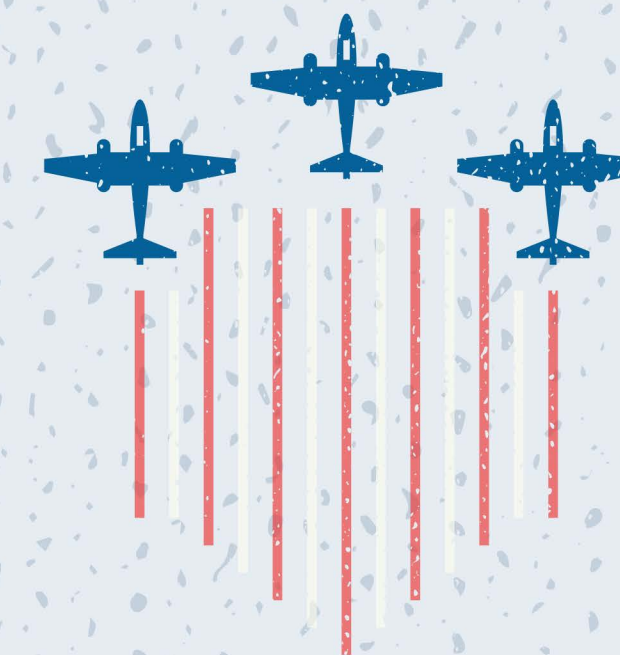


FRIDAY, NOVEMBER 7, 2025

**TUPPS BREWERY
MCKINNEY, TX**

- 4:30** EVENT OPENS
- 5:30** OPENING CEREMONY
- 6:00** GUEST SPEAKER
- 7:00** LIVE AUCTION

SUNSET FLYOVER!



GUEST SPEAKER

★ **VINCENT HANCOCK** ★
VETERAN & OLYMPIC CHAMPION

**PLEASE JOIN US FOR THE
ANNUAL TRADITION OF HONORING
SERVICE, SACRIFICE AND COMMUNITY!**

LIVE MUSIC BY

LUCAS ★ JAGNEAU
AND THE ROADSHOW



**SCAN QR CODE TO
PRE-PURCHASE TICKETS
FOR TAILGATE, BBQ & BEER
(LIMITED AVAILABILITY)**

OPEN TO PUBLIC ★ FREE ADMISSION ★ FAMILY FRIENDLY

The Warrior's Keep is a 501(c)3 non-profit whose mission is to unite, empower, and enhance the quality of life for veterans. We do this through our core program, Outdoor Adventure Therapy for Heroes (OATH).

Learn more at www.thewarriorskeep.org



FRIDAY, NOVEMBER 7, 2025

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MCKINNEY, TX**

GUEST SPEAKER

★ **VINCENT HANCOCK** ★

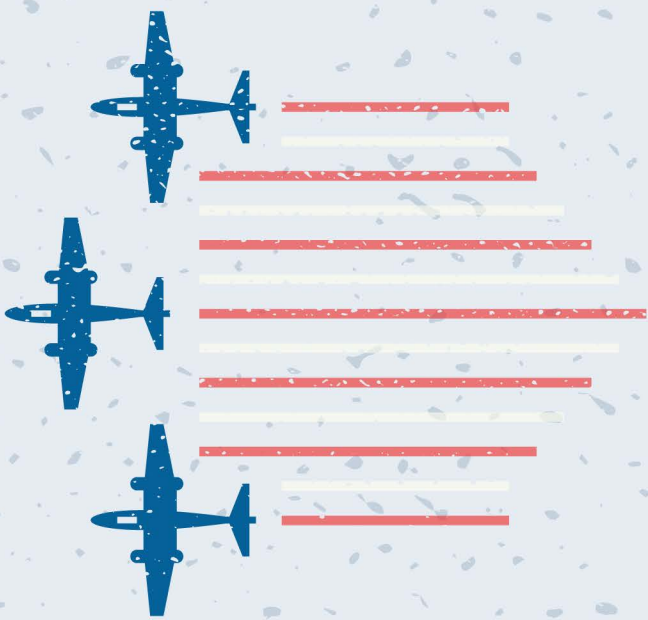
VETERAN & OLYMPIC CHAMPION

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TUPPS BREWERY

MCKINNEY, TX

EVENT OPENS AT 4:30PM

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★ **VINCENT HANCOCK** ★

VETERAN & OLYMPIC CHAMPION

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FREE ADMISSION



**SCAN QR CODE TO
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FOR TAILGATE, BBQ & BEER
(LIMITED AVAILABILITY)**





**FRIDAY, NOVEMBER 7TH
TUPPS BREWERY
MCKINNEY, TX**



Partnership Opportunities



Join us at Tupps Brewery for the 7th Annual North Texas Veteran's Celebration benefiting The Warrior's Keep. This year's event is more than just a celebration; it's a powerful statement of gratitude and support for our nation's heroes.

From 5 PM to 10 PM, attendees will enjoy a moving evening featuring a 4-ship missing man flyover, live music, a whole hog BBQ dinner, and a special craft beer sampling. The night will also include a live and silent auction, guest speakers, a Kids Zone, and an artisan vendor market.

By partnering with us, you help provide our veterans with life-changing outdoor adventures and a supportive community. Your sponsorship directly impacts their lives, reminding them that their service and sacrifice will never be forgotten.



What & When?

FRIDAY, NOVEMBER 7TH, 5PM-10PM
TUPPS BREWERY, MCKINNEY, TX

Title Sponsor: \$10,000

As the Title Sponsor of the 7th Annual North Texas Veteran's Celebration, your company will stand at the forefront of a truly impactful community event. Your \$10,000 contribution is not just a donation; it's a powerful statement of your commitment to our nation's heroes. This top-tier partnership provides unparalleled brand visibility, positioning your company as a leader in corporate social responsibility and a core supporter of The Warrior's Keep. Your generosity will make the greatest difference, directly funding the resources needed to provide life-changing outdoor therapy and support for veterans who have given so much.

Private balcony with view of stage (shared with Presenting Sponsor)

Private buffet dinner

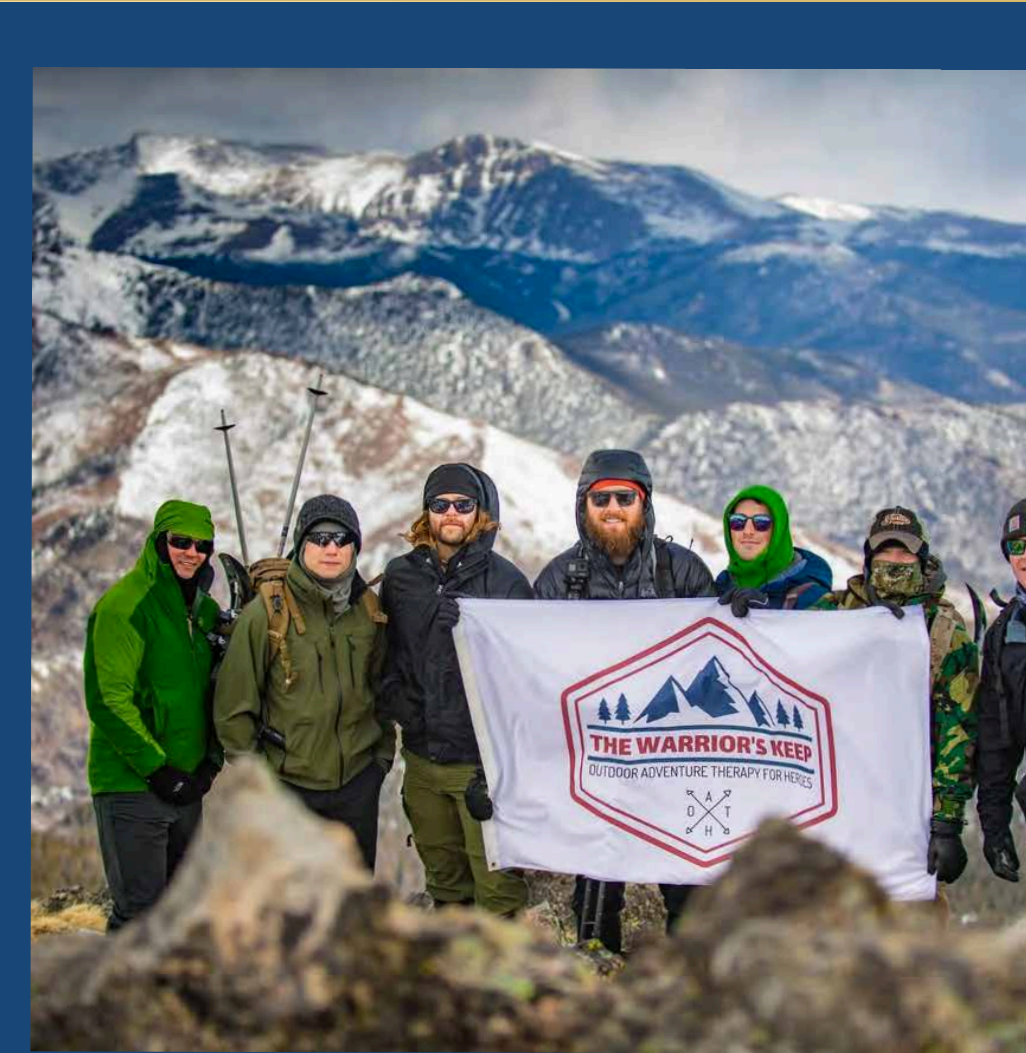
Setup your own on-site promotional table or tent

15 VIP tickets

The most prominent signage featuring your organization brand or name

Inclusion in all event marketing and advertising**

On stage recognition at event



Presenting Sponsor: \$10,000

As the Presenting Sponsor of the 7th Annual North Texas Veteran's Celebration, your company will stand at the forefront of a truly impactful community event. Your \$10,000 contribution is not just a donation; it's a powerful statement of your commitment to our nation's heroes. This top-tier partnership provides unparalleled brand visibility, positioning your company as a leader in corporate social responsibility and a core supporter of The Warrior's Keep. Your generosity will make the greatest difference, directly funding the resources needed to provide life-changing outdoor therapy and support for veterans who have given so much.

Private balcony with view of stage (Shared with Title Sponsor)

Private buffet dinner

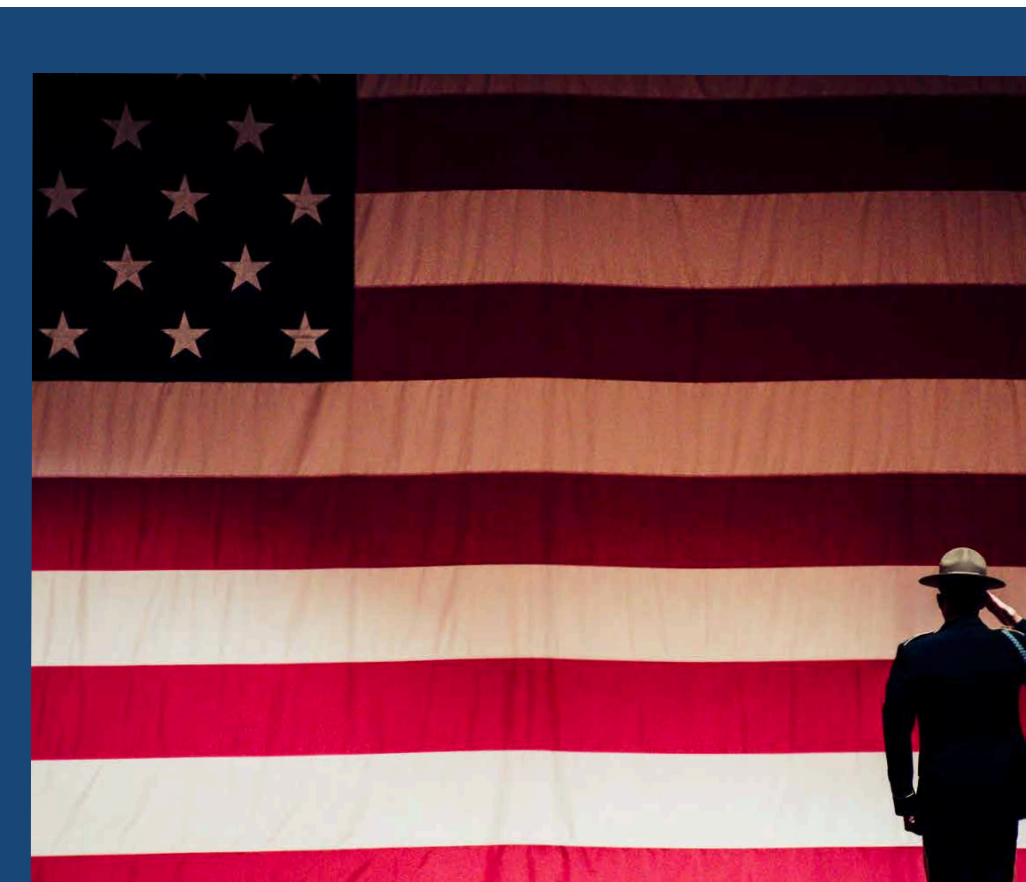
10x20 Activation space for your business to engage with the attendees

15 VIP tickets

The most prominent signage featuring your organization brand or name

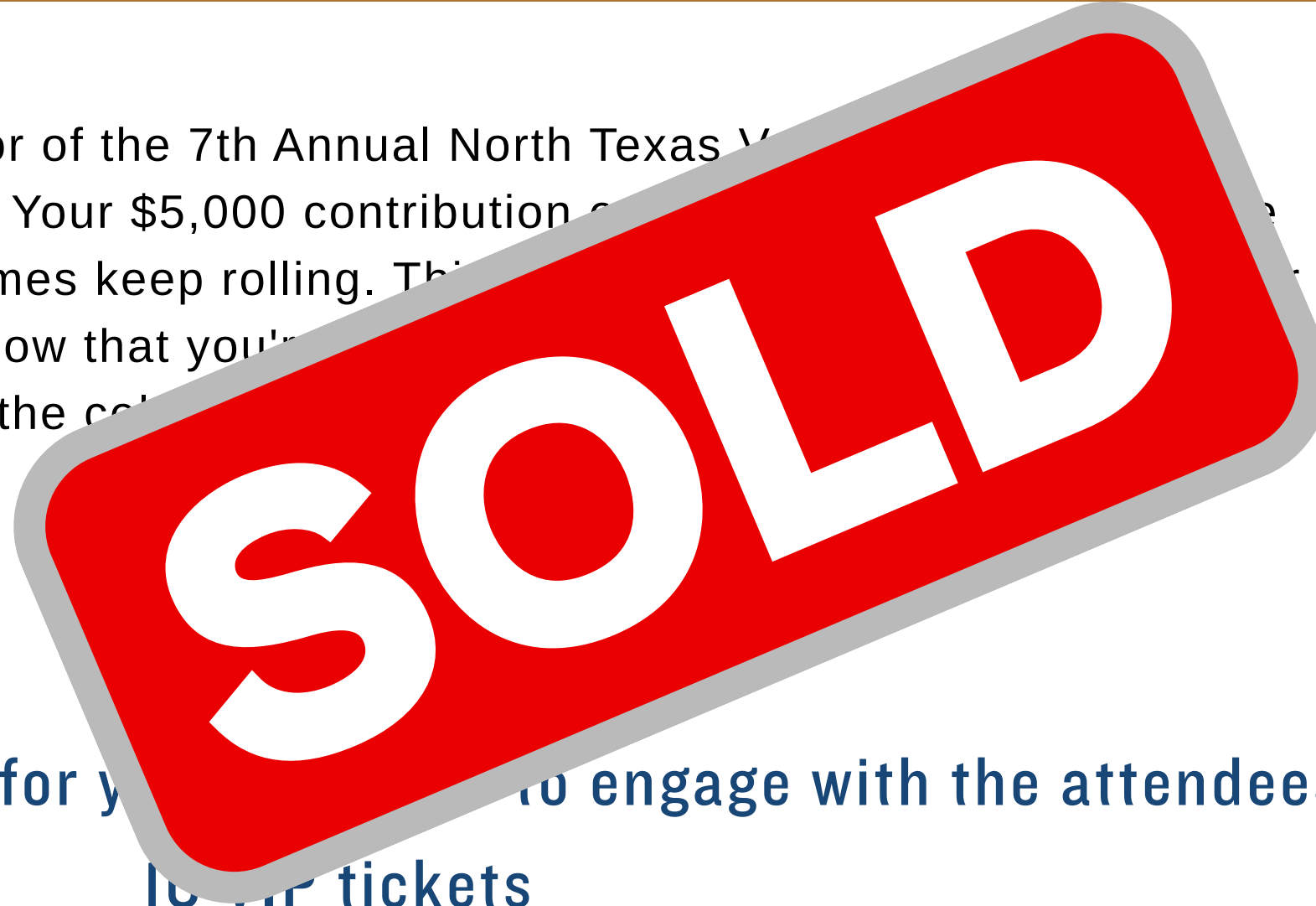
Inclusion in all event marketing and advertising*

On stage recognition at event



Entertainment Sponsor: \$5,000

As the Entertainment Sponsor of the 7th Annual North Texas Music & Arts Festival, you'll be the hero of the party! Your \$5,000 contribution will help create an atmosphere of energy is high, and the good times keep rolling. This is your chance to shine on stage, letting our community know that you're committed to the things that truly matters. Help us bring the celebration to life.



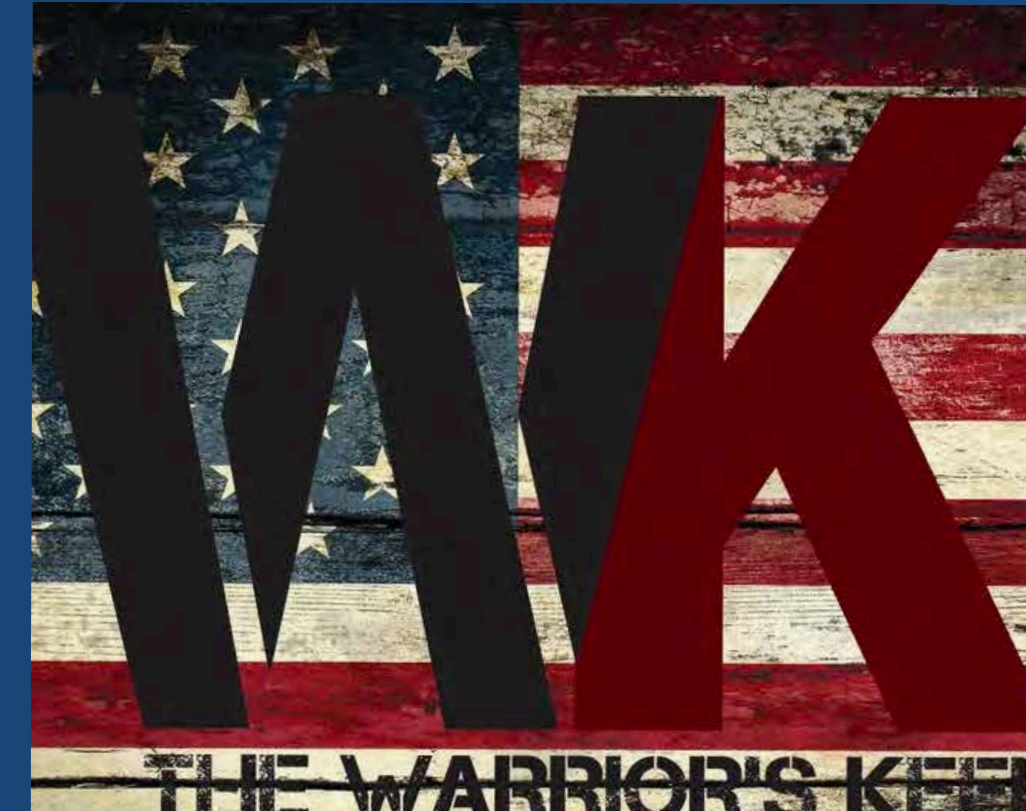
10x10 Activation space for your organization to engage with the attendees

10 VIP tickets

Prominent signage at the stage featuring your organization brand

Inclusion in most event marketing and advertising**

Recognition at event



Veteran Flyover: \$5,000



SPONSOR PERKS

As the Veteran Flyover Sponsor, you will provide the most unforgettable moment of the evening. Your \$5,000 contribution funds the powerful 4-ship missing man flyover, a tribute to our fallen heroes that captures the hearts of every person in attendance. This sponsorship isn't just about brand visibility—it's about making a profound, emotional statement of honor and respect. You will be recognized for a tribute that truly soars above the rest.

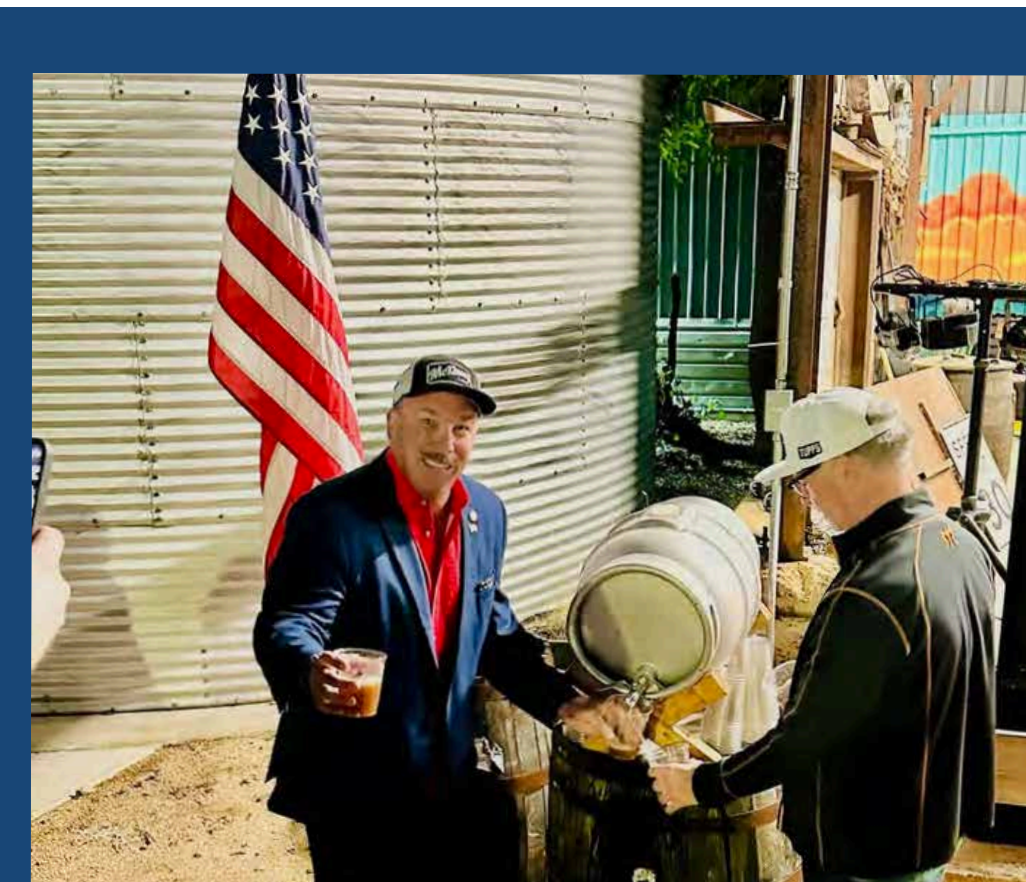
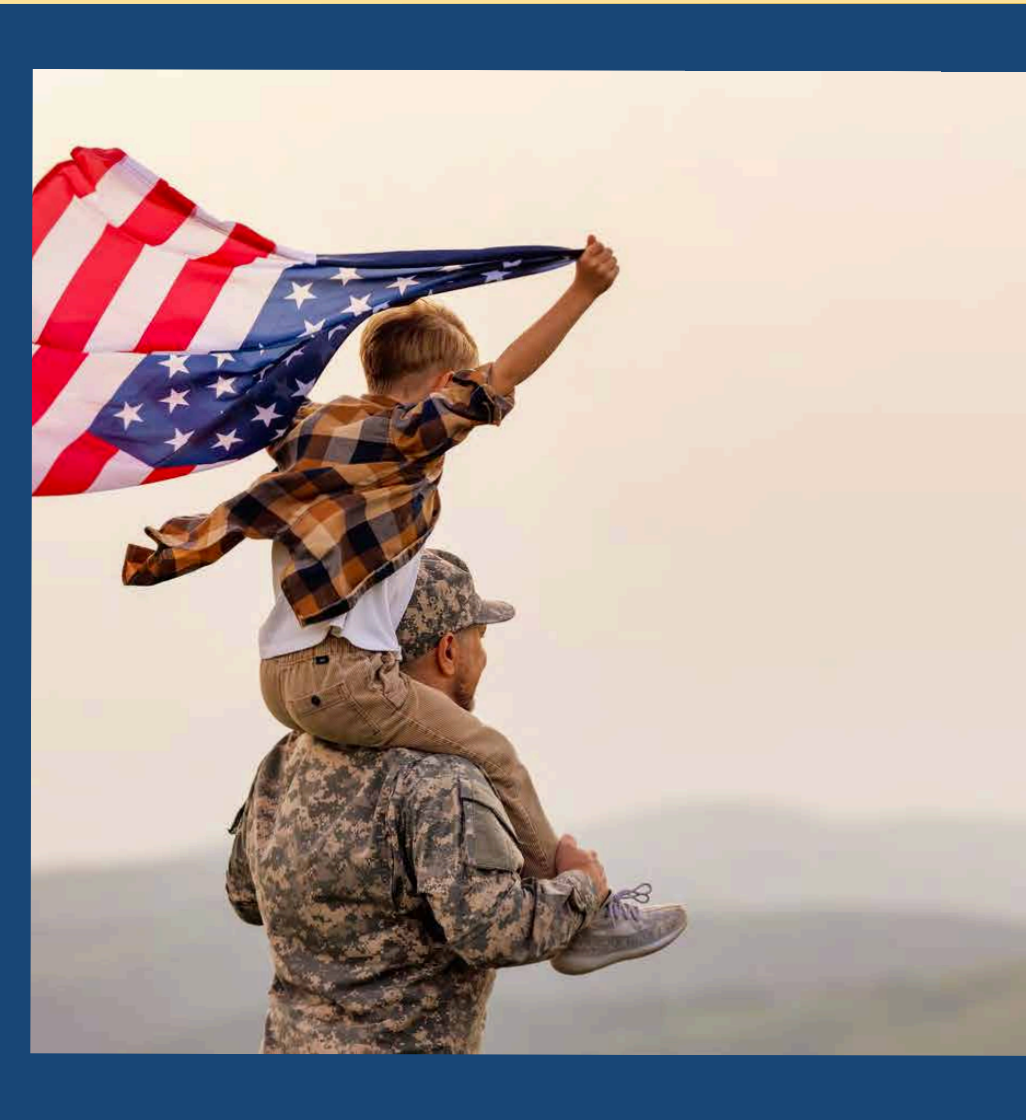


10x10 Active
business

the stage
organization brand

on in most event marketing and
advertising**

Recognition at event



Step & Repeat Sponsor: \$3,000

★ Company logo on the step and repeat where attendees pose for pictures throughout the day! These are shared on social by attendees! It's a great partnership for brand awareness!

- 6 VIP tickets
- Prominent signage featuring your organization brand or name
 - Inclusion in some event marketing and advertising**
 - Recognition at event

★ 10x10 prime space at the festival to showcase your brand to attendees!



Photo Booth Sponsor: \$3,000

SOLD

- ★ Company logo on backdrop
- ★ Pose for pictures
- ★ Photo booth on social media for brand awareness
- 6 VIP tickets
- Prominent signage featuring your organization brand or name
 - Inclusion in some event marketing and advertising**
 - Recognition at event
 - Silver-level merchandise
- ★ 10x10 prime space at the festival to showcase your brand to attendees!



Hog Roast Sponsor: \$3,000

★ As the Whole Hog BBQ Sponsor, you provide a special celebration and satisfy everyone's appetite. The whole hog roast provides the delicious centerpiece for your event. A whole hog roast that brings everyone together is a fantastic way to showcase your organization's commitment to the community, letting them know you're a pillar of support and a true pillar of the community.

- 6 VIP tickets
- Prominent signage featuring your organization brand or name
 - Inclusion in some event marketing and advertising**
 - Recognition at event

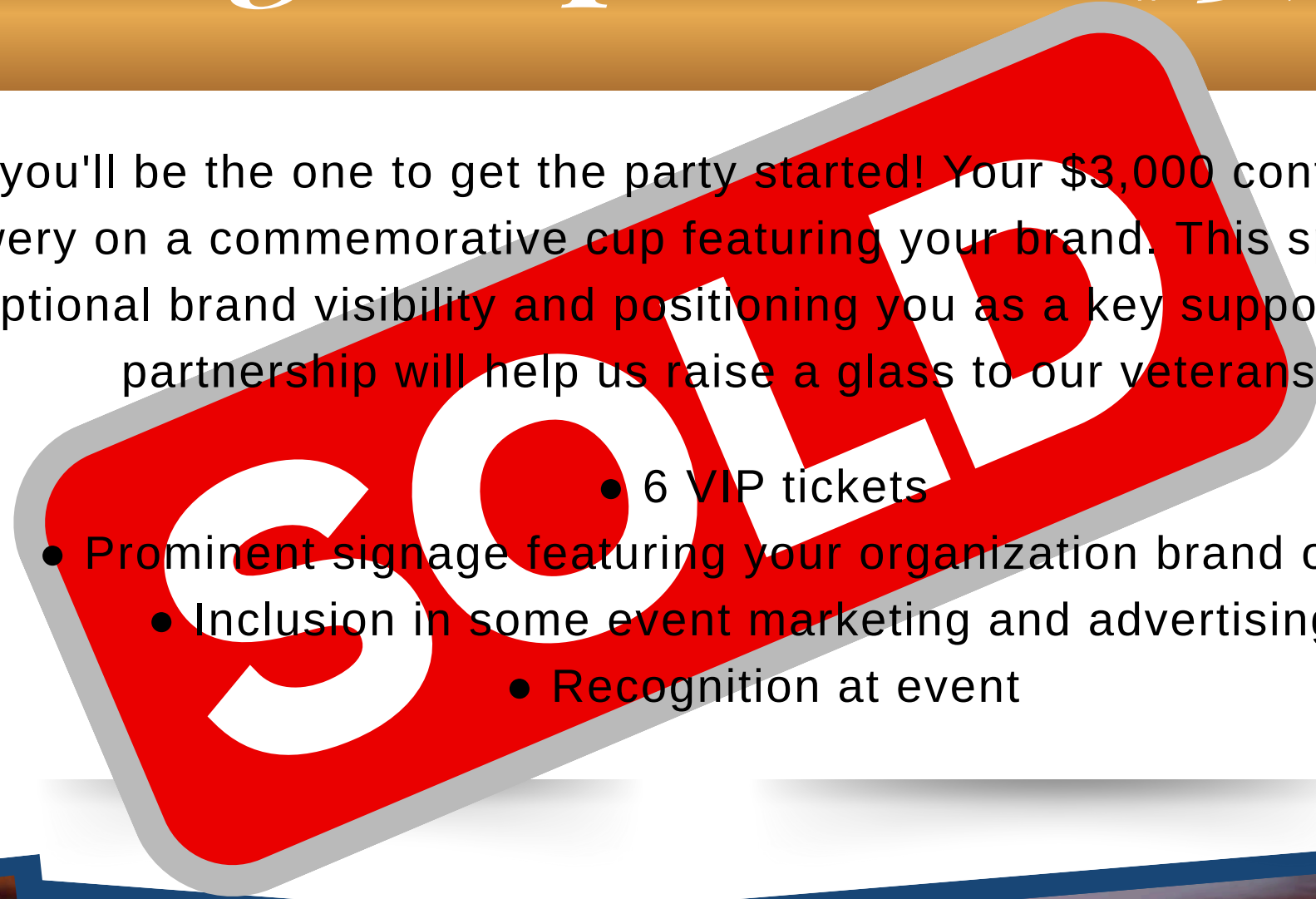
SOLD



Craft Beer Flight Sponsor: \$3,000

As the Craft Beer Flight Sponsor, you'll be the one to get the party started! Your \$3,000 contribution ensures every attendee gets to taste craft brews from Tupps Brewery on a commemorative cup featuring your brand. This sponsorship puts your logo directly in the hands of our guests, offering exceptional brand visibility and positioning you as a key supporter of a community-focused event. Your partnership will help us raise a glass to our veterans.

- 6 VIP tickets
- Prominent signage featuring your organization brand or name
 - Inclusion in some event marketing and advertising**
 - Recognition at event



Live & Silent Auction Sponsor: \$3,000

As the Live & Silent Auction Sponsor, you'll be the key to making our fundraising a success! Your \$3,000 contribution directly supports our auctions, which are the main event for raising vital funds for The Warrior's Keep. This sponsorship offers high-visibility branding on all auction materials, allowing you to be recognized by every attendee as a critical partner in our mission to support veterans. You'll be celebrated for helping us turn great items into life-changing support.

- 6 VIP tickets
- Prominent signage featuring your organization brand or name
 - Inclusion in some event marketing and advertising**
 - Recognition at event
 - Silver-level merchandise



Kid Zone Sponsor: \$2,500



As the Kid Zone Sponsor, you'll be supporting the growth of the next generation! Your \$2,500 contribution makes a big difference in providing fun and fun for everyone. This sponsorship provides food and entertainment, allowing parents to relax while their kids are having a blast. Align your support for our veteran families.

- 6 VIP tickets

• Signage featuring your organization brand or name
• Inclusion in some event marketing and advertising**

- Recognition at event



Business Partner \$500



Join the fun and get right in the middle of the action! For just \$500, you get a 10x10 space to set up your tent, meet awesome people, and share your brand's story with hundreds of attendees.

This is your chance to make a personal connection, showcase what makes your business great, and have a blast while supporting our veterans.



10X10 PRIME SPACE
at the festival to showcase your
brand to attendees!

Let's Make an Impact Together!

Thank you for considering a partnership with The Warrior's Keep. Your support for the 7th Annual North Texas Veteran's Celebration goes beyond a single event, it provides direct, tangible help to our veterans. By joining us, you are not just sponsoring a party; you are investing in the lives of the brave men and women who have served our country. Your contribution funds crucial outdoor adventures and peer-to-peer support, reminding our heroes that their sacrifices are never forgotten.

Please review the options and select the one that best fits your company's goals. We look forward to partnering with you to make this year's celebration a record-breaking success for our veterans.

Thank you for your consideration!



Be a part of the community!

Engage in person and bring your brand to life! while making an impact!

Copy of filing information.

Form **990-N**

Electronic Notice (e-Postcard)

OMB No.1545-2085

Department of the Treasury
Internal Revenue Service

for Tax-Exempt Organizations not Required to File Form 990 or 990-EZ

2025

Open to Public Inspection

A For the **2025** Calendar year, or tax year beginning **January 01, 2025** and ending **December 31, 2025**

B Check if applicable.

Terminated for Business

Gross receipts are normally \$50,000 or less

C Name of Organization: **WARRIORS KEEP**

402 E Louisiana St Bldg 4
MCKINNEY, TX 75069 US

D Employer Identification Number

81-4187566

E Website:

<https://www.thewarriorskeep.org/>

F Name of Principal Officer: **Andrew Stephan**

402 E Louisiana St
Bldg 4, Mckinney, TX 75069 US

Privacy Act and Paperwork Reduction Act Notice: We ask for the information on this form to carry out the Internal Revenue laws of the United States. You are required to give us the information. We need it to ensure that you are complying with these laws.

The organization is not required to provide information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in code section 6104.

The time needed to complete and file this form and related schedules will vary depending on the individual circumstances. The estimated average times is 15 minutes.

This document is provided for your records only. Your Form 990-N (e-Postcard) has been submitted electronically. No further action is needed.

The Warrior's Keep
Statement of Financial Position
As of Dec 31, 2025

	TOTAL
Assets	
Current Assets	
Bank Accounts	
Chase Bank	79,905.49
PayPal Bank	4,521.99
Total for Bank Accounts	\$84,427.48
Other Current Assets	
Undeposited Funds	0.00
Total for Other Current Assets	\$0.00
Total for Current Assets	\$84,427.48
Total for Assets	\$84,427.48
Liabilities and Equity	
Liabilities	
Total for Liabilities	
Equity	
Opening Balance Equity	1,000.00
Retained Earnings	28,210.58
Net Revenue	55,216.90
Total for Equity	\$84,427.48
Total for Liabilities and Equity	\$84,427.48

Copy of filing information.

Form **990-N**

Electronic Notice (e-Postcard)

OMB No.1545-2085

Department of the Treasury
Internal Revenue Service

for Tax-Exempt Organizations not Required to File Form 990 or 990-EZ

2024

Open to Public Inspection

A For the **2024** Calendar year, or tax year beginning **January 01, 2024** and ending **December 31, 2024**

B Check if applicable.

Terminated for Business

Gross receipts are normally \$50,000 or less

C Name of Organization: **WARRIORS KEEP**

402 E Louisiana St, Bldg 4
MCKINNEY, TX 75069 US

D Employer Identification Number

81-4187566

E Website:

<https://www.thewarriorskeep.org/>

F Name of Principal Officer: **Andrew Stephan**

402 E Louisiana St
Bldg 4, Mckinney, TX 75069 US

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Management Report

The Warrior's Keep

For the period ended December 31, 2024

Prepared on

June 24, 2025

Table of Contents

Statement of Activity3

Statement of Financial Position4

Statement of Activity

January - December 2024

	Total
REVENUE	
General Donations	41,617.36
Grants	12,500.00
PayPal Giving Fund	2,689.36
PayPal Sales	20.00
Total Revenue	56,826.72
GROSS PROFIT	
56,826.72	
EXPENDITURES	
Airfare	6,853.93
Charity Event Expense	13,171.59
Equipment & Gear	5,840.82
Expedition Expense	15,870.59
Ground Transportation	7,720.14
Lodging	946.27
Meals	5,242.68
Merchandise	3,285.39
Office expense	4,784.79
Other Business Expenses	300.00
PayPal Fees	53.45
Sales and Use Tax	1,219.44
Staff Per Diem	5,950.00
Total Expenditures	71,239.09
NET REVENUE	\$ -14,412.37

Statement of Financial Position

As of December 31, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
Chase Bank	26,065.00
PayPal Bank	4,521.99
Total Bank Accounts	30,586.99
Total Current Assets	30,586.99
TOTAL ASSETS	\$30,586.99
LIABILITIES AND EQUITY	
Total Liabilities	
Equity	
Opening Balance Equity	1,000.00
Retained Earnings	43,999.36
Net Revenue	-14,412.37
Total Equity	30,586.99
TOTAL LIABILITIES AND EQUITY	\$30,586.99

Management Report

The Warrior's Keep

For the period ended December 31, 2023

Prepared on

June 24, 2025

Table of Contents

Statement of Activity3

Statement of Financial Position4

Statement of Activity

January - December 2023

	Total
REVENUE	
General Donations	28,400.00
PayPal Giving Fund	3,302.35
PayPal Sales	80.00
Veteran's Day Gala	19,780.00
Total Revenue	51,562.35
GROSS PROFIT	
51,562.35	
EXPENDITURES	
Airfare	257.81
Charity Event Expense	350.00
Expedition Expense	8,479.02
Merchandise	1,735.96
Office expense	342.86
PayPal Fees	179.30
Staff Per Diem	2,000.00
Total Expenditures	13,344.95
NET REVENUE	\$38,217.40

Statement of Financial Position

As of December 31, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
Chase Bank	31,158.33
PayPal Bank	8,059.07
Total Bank Accounts	39,217.40
Total Current Assets	39,217.40
TOTAL ASSETS	\$39,217.40
LIABILITIES AND EQUITY	
Total Liabilities	
Equity	
Opening Balance Equity	1,000.00
Retained Earnings	
Net Revenue	38,217.40
Total Equity	39,217.40
TOTAL LIABILITIES AND EQUITY	\$39,217.40

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. mullen

Director, Exempt Organizations
Rulings and Agreements

