

# MCDC Promotional & Community Grant Presentation



June 2026

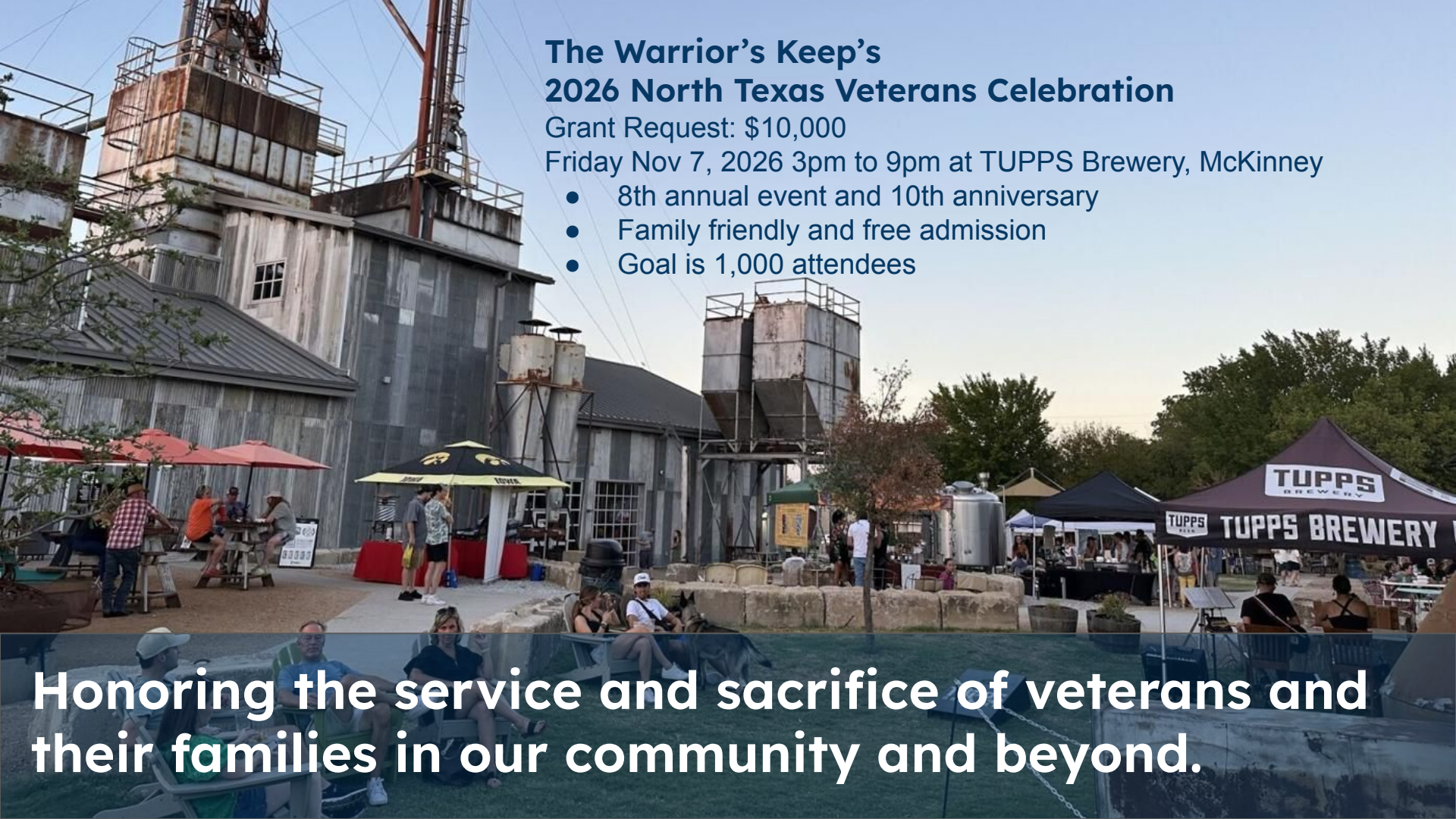


## **Our Mission: Unite, empower, and enhance the quality of life of veterans through outdoor adventure therapy.**

- 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