



For consideration by MCDC for Community Event Grant

June 2024

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.



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.





**This year, we will host the largest
Veterans Day event yet at the
new TUPPS location.**

We will brand and promote this event as

“The North Texas Veterans Day Celebration”

Hosted in the City of McKinney.



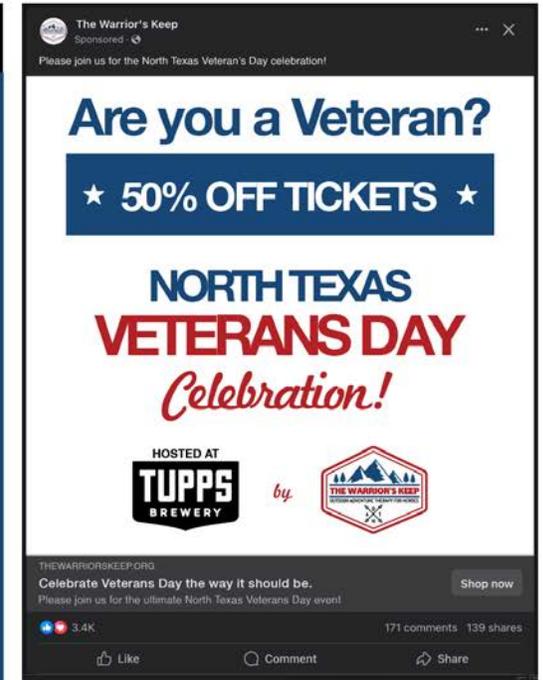
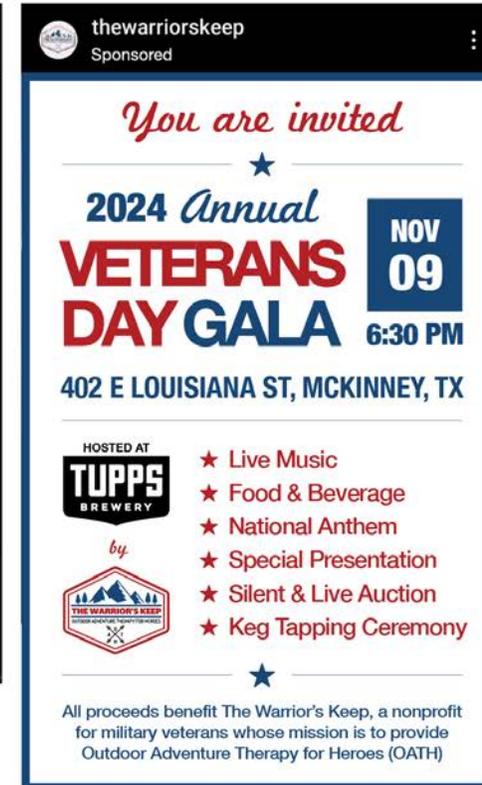
Target Audience

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 local marketing agency to develop ads and campaign.

Thank You



For questions or more information, contact Matt Thomas: matthomas@thewarriorskeep.org