

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 Marching Music Made in McKinney

Federal Tax I.D. 84-4264915

Incorporation Date Monday, February 10, 2020

Mailing Address 7110 Wellington Point Road
McKinney, TX, 75072

Phone Number (281) 435-7858

Email zach.samuell@gmail.com

Website <https://www.marchingmusicmckinney.org/>

Social Media Marching Music Made in McKinney,
@marchingmusicmckinney

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

The specific purpose of MARCHING MUSIC MADE IN MCKINNEY is to provide financial and organizational support for efforts and events associated with junior-level marching music performing arts in the McKinney, Texas community. MARCHING MUSIC MADE IN MCKINNEY helps plan and implement life-enriching experiences for student musicians and performers who participate in marching education, ensembles, and competitions, which also benefits the surrounding McKinney community. MARCHING MUSIC MADE IN MCKINNEY is a completely volunteer organization.

Select One

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

IRS Determination Letter for 501(c)3



FinalLetter_84-4264915_MA... .pdf

Representative Completing Application	Zach Samuell
Mailing Address	2719 Colonial Cir. McKinney, Texas, 75072
Phone Number	(281) 435-7858
Email	zach.samuell@gmail.com
Contact for Communications Between MCDC and Organization	Zach Samuell Creative/Marketing Director
Address	2719 Colonial Cir McKinney, Texas, 75072
Phone Number	(281) 435-7858
Email	zach.samuell@gmail.com
Funding - Total Amount Requested	5600
Are matching funds available?	<input type="button" value="No"/>
Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?	<input type="button" value="Yes"/>
Provide name of City of McKinney entity funding source and amount.	Visit McKinney
Have you received or will funding be requested from other organizations / foundations?	<input type="button" value="Yes"/>
Provide name of organization / foundation funding source and amount.	Various sponsors are being solicited as of this application submission.
Has a request for funding for this Promotional / Community Event been submitted to MCDC in the past five years?	<input type="button" value="Yes"/>
Please list.	2023 & 2024
Board of Directors	
Dean P. Cimini, President Ray Pulver, Secretary Sarah Boatman, Treasurer	

Leadership Staff

We are a completely volunteer organization.

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

Date(s) of Event July 20, 2025 and July 21, 2025

Location(s) Tupps Brewery and MISD Stadium

Event(s) open to the public?

Ticket Prices

Drumline Expo @ Tupps 7/20/25 - \$15 Presale \$20 day of event
DCI

Drum Corps International sets the ticket prices for the DCI event to be held on July 21, 2025

Describe the target audience for the event(s).

We anticipate a combined 4,325+ attendees between the two events.

Is this the first for this event?

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

Our inaugural year was 2022. Last year was our first year to hold the DrumLine Expo at the new Tupps facility as intended in 2023. The DrumLine expo has steadily grown with the 2024 event having over 500 attendees. Our event is held annually in July in McKinney in coordination with DCI's summer tour.

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

The partnership between DCI & McKinney is entering its 4th year and we are developing a good cadence with each other as we evolve our world-class marching music events that showcases our beautiful McKinney and its engaged residents:

☒ The DCI Competition and surrounding events will showcase McKinney as a destination for tourists and a gracious host city for events, highlighting the city's entertainment opportunities.

☒ Promote McKinney's quality of life through community engagement by hosting a family-oriented drumline expo and other family-friendly events, including the World Class-level DCI competition itself.

☒ Promote businesses in McKinney through sponsorship advertising and any associated events.

☒ Promote McKinney as a tourist destination through marketing the competition and surrounding events, and by featuring McKinney's unique qualities including downtown, Adriatica, TPC, golf and other highlights such as dining, shopping and the charm that McKinney has to offer through digital marketing.

☒ Establish McKinney as a viable event destination providing the opportunity for attracting future big events that foster economic growth.

☒ Finally, this event could give international visibility to McKinney as DCI participants hail from more than 15 countries and drum corps fans from those countries track the DCI competitions through the summer cycle and via DCI's global online network called FlowMarching.com. Last year, FloMarching live streamed the DCI McKinney show to its global subscriber base.

Expected attendance. 4,000 between to the 2 events

Expected number or percentage of attendees coming from outside of McKinney. 40%

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

What percentage of revenue will be donated (indicate gross or net)? 100% of net revenue goes to MISD Band Programs

Financial Goals of Promotional / Community Event

Gross Revenue \$60,000

Projected Expenses \$25,000

Net Revenue \$35,000

Other Funding Sources

We will approach numerous McKinney and surrounding area organizations for sponsorships including H-E-B, Love Life Foundation, Guitar Sanctuary, Dallas Percussion, Microsoft and others which have participated the past 2 years.

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

The specific purpose of MARCHING MUSIC MADE IN MCKINNEY is to provide financial and organizational support for efforts and events associated with junior-level marching music performing arts in the McKinney, Texas, community. MARCHING MUSIC MADE IN MCKINNEY helps plan and implement life-enriching experiences for student musicians and performers who participate in marching education, ensembles, and competitions, which also benefits the surrounding McKinney community. Here is the day-by-day, 3-day schedule of events: Sunday, 7/22: DCI corps begin arriving in the McKinney area and set up camp in local middle and high schools. Coordination is already under way on housing the corps locally. We expect to host 4 corps in McKinney totaling ~720 performers and staff. Monday, 7/23: 3 or 4 DCI corps will participate in a drum line battle, which is a family-friendly event with high-energy drum line demonstrations and fan involvement. A \$15 cover charge will be assessed, and food and beverages will be available. Ideally, we can host this event at Tupps Brewery’s new location. Tuesday, 7/24: will be the big evening with the main DCI competition in the MISD Stadium. DCI controls tickets sales through their ticketing platform with prices varying based on ticket locations. Planning for the event will commence in earnest in December 2024 with PR, updates to our website and other preparations.

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

Marketing (digital ads, social media, content creators compensation, print, QR) \$7,500
 Website Enhancements \$3,000
 Radio & Misc Marketing \$1,600 - Discounted/comped admission for DFW educators to advertise to their school groups. DCI alumni and families with students in fine arts programs are the target demographic.

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

Promotional Channel	Budget
Social Media	\$6,000
Educator Partnerships	\$1,500

Promotional Channel	Budget
Website Efficiency/Data Capture Enhancements	\$3,000
Print Campaign	\$1,500

Event Marketing Plan and Budget Attachment



 [DLE 2024 8.5x11 Flyer.pdf](#)

Total Promotional Budget \$12,000

What percentage of the total marketing budget does the grant represent? 46

Attendance from previous event(s), if applicable 1)2024 DLE - 500+ approximately 50% non residents

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

Worked:

- Collaboration with established content creators was paramount and led to high visibility within the target demographic.
- Posting quality professional content led to viral exposure with over 8 million views!
- Print campaigns and digital signage on the downtown square also generated good interest.
- Engaged DFW retailers who operate in the band and orchestral market.

Did not work:

- Expected exposure from the City of McKinney. Our events were not included on any city event schedules or other Summer marketing materials.

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

- Increased YoY ticket sales for the DCI McKinney event.
- Attendance of the DrumLine Expo exceeding 600 people.
- Attendance at DCI Competition from more than 10 states.
- Economic benefit to McKinney measured in hotel nights: more than 20 room nights.

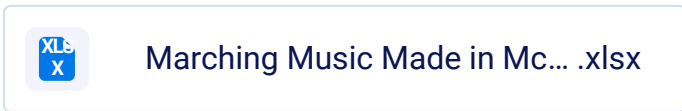
Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)

<https://www.instagram.com/reel/C9iLPAIPSK5/> <<<reached 3.4 million accounts
<https://www.instagram.com/p/C66i8CBrpmE/>
https://www.instagram.com/reel/C8sN_M8vpak/

Additional details related to marketing efforts.

Social media went viral on IG last year. Since the marketing campaign began in May 2024, we have gained 9,750 followers and have just exceeded 10,000 followers. Increased focus will be placed on partnering with neighboring school district band programs to help increase attendance and visibility across the metroplex.

Budget



What percentage of Project / Promotional / Community Event funding will be provided by the applicant? 0

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	12,500
Registration Fees	12,000
Other (raffle, auction, etc.)	35,500
Net Revenue	38,000

Metrics to Evaluate Success: Outline the metrics that will be used to evaluate success of the proposed Promotional / Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

- Increased YoY ticket sales for DCI McKinney Competition.
- Exceed 550 tickets sold to Drum Line Expo at TUPPS.
- Attendance at DCI Competition from more than 10 states Economic benefit to -McKinney measured in hotel nights more than 20 room nights.

- 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



Marching Music Made in Mc... .xlsx

Financial Statements



Marching Music Made in Mc... .xlsx

IRS Determination Letter (if applicable)



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W9



MMMM - 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, November 29, 2024

Representative Completing Application



Date

Friday, November 29, 2024

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.

2024 Marching Music Made in McKinney Financials (Tupps Brewery & DCI Competition)

Projected Income

	<u>Units</u>	<u>Rev / Unit</u>	<u>Estimated Revenue</u>	<u>Actual Revenue</u>
Visit McKinney Grant	1		\$ 5,000.00	\$ 4,000.00
MCDC Grant	1		\$ 5,600.00	\$ 5,600.00
Tupps Brewery Drum Expo ticket sales	500	\$ 15.00	\$ 4,875.00	\$ 7,500.00
DCI Guarantee to Booster Club (guaranteed)	2,849	\$ 3.00	\$ 12,000.00	
Parking (assumes 1 car / 4 attendees)	1,200	\$ 10.00	\$ 9,900.00	
Sponsorships & inkind donations	13	n/a	\$ 10,150.00	\$ 12,500.00
Concessions Profit	1,000	\$ 5.00	\$ 5,000.00	
Revenue Subtotal			\$ 52,525.00	\$ 29,600.00

Projected Expenses (* = DCI reimbursed cost or City covered cost)

	<u>Units</u>	<u>Cost / Unit</u>	<u>Estimated Cost</u>	<u>Adjusted Cost</u>
Digital Marketing (targeted digital ads, social medial, print, QR Code Promo at Events)	1	n/a	\$ 10,500.00	\$ 10,500.00
Website and Enhancements	20	\$ 100.00	\$ 2,000.00	\$ -
Drumline Expo ticket processing costs	325	\$ 0.38	\$ 123.50	\$ 190.00
Carts to transport VIPs, Judges at DCI Competition	5	\$ 267.50	\$ 1,250.00	\$ -
Radio ads	4	\$ 400.00	\$ 1,600.00	\$ -
Drum Corps staying at MISD schools Custodial & Utilities*	8	\$ 3,000.00	\$ 24,000.00	\$ -
Concessions	1,000	\$ 2.50	\$ 2,500.00	
Announcer (DCI provided)	6	\$ 40.00	\$ 240.00	\$ -
Stadium Mgr (1 person for 12 hours)	12	\$ 65.00	\$ 780.00	\$ -
Graphics board operator (1 person for 12 hours)	12	\$ 50.00	\$ 600.00	\$ -
Stadium Security (2 officers for 7 hours each)	14	\$ 80.00	\$ 1,120.00	\$ -
Traffic Mgt (4 officer for 7 hours)	28	\$ 80.00	\$ 2,240.00	\$ -
Stadium Utilities	1		\$ 2,500.00	\$ -
Stadium Clean-up	1		\$ 5,000.00	\$ -
Turf cleaning	1		\$ 500.00	\$ -
Corps to perform at Tupps Brewery	3	\$ 1,000.00	\$ 3,000.00	\$ 3,000.00
Misc (staff t-shirts, event posters, Corps gifts)	1		\$ 2,000.00	\$ 3,486.86
Expenses Subtotal			\$ 59,953.50	\$ 17,176.86

Profit / Loss from 2023 Marching Music Made in MCKinney	\$ 12,423.14
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JULY 22 @ TUPPS

TROOPERS
DRUM & BUGLE CORPS

SANTA CLARA
VANGUARD

**BLUE
STARS**

4:00 PM - Doors Open

5:45 PM - Blue Stars

6:45 PM - Troopers

7:45 PM - Santa Clara Vanguard

8:30 PM - The MegaArc™

10:00 PM - Tupps Closes

SPECIAL THANKS TO OUR 2024 SPONSORS



DRUM LINE EXPO

JULY 22 @ TUPPS

TROOPERS
DRUM & BUGLE CORPS

SANTA CLARA
VANGUARD

**BLUE
STARS**



TICKETS
&
MORE INFO



Follow Us
@marchingmusicmckinney



visit
mckinney

WWW.MARCHINGMUSICMCKINNEY.ORG



MCDC
MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

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

DEPARTMENT OF THE TREASURY

Date:

MAR 12 2020

MARCHING MUSIC MADE IN MCKINNEY
7110 WELLINGTON POINT RD
MCKINNEY, TX 75072-0000

Employer Identification Number:
84-4264915
DLN:
26053445001630
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
February 28
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
February 10, 2020
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.

MARCHING MUSIC MADE IN MCKINNEY

Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements

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

DEPARTMENT OF THE TREASURY

Date:

MAR 12 2020

MARCHING MUSIC MADE IN MCKINNEY
7110 WELLINGTON POINT RD
MCKINNEY, TX 75072-0000

Employer Identification Number:
84-4264915
DLN:
26053445001630
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
February 28
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
February 10, 2020
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.

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MARCHING MUSIC MADE IN MCKINNEY

Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements

Request for Taxpayer Identification Number and Certification

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

**Give form to the
 requester. Do not
 send to the IRS.**

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See <i>Specific Instructions</i> on page 3.	<p>1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)</p> <p>Marching Music Made In McKinney</p> <p>2 Business name/disregarded entity name, if different from above.</p> <p>3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes.</p> <p> <input type="checkbox"/> Individual/sole proprietor <input checked="" type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) </p> <p>3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions <input type="checkbox"/></p> <p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) 501c3</p> <p>Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any)</p> <p style="text-align: right;"><i>(Applies to accounts maintained outside the United States.)</i></p> <p>5 Address (number, street, and apt. or suite no.). See instructions.</p> <p>7110 Wellington Pt.</p> <p>6 City, state, and ZIP code</p> <p>McKinney, TX 75072</p> <p>7 List account number(s) here (optional)</p> <p>Requester's name and address (optional)</p>
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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. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number									
or									
Employer identification number									
8	4	-	4	2	6	4	9	1	5

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 <i>Zachary Samuel</i>	Date <i>2/1/24</i>
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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.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they