

WARRIORS GRACE

MEDIA KIT & SPONSORSHIP GUIDE

A VERIFIED 501(c)(3) PUBLIC CHARITY

3707 E Southern Ave, Ste 1069, Mesa AZ 85206

WARRIORSGRACE.ORG

RECLAIM YOUR STRENGTH. IGNITE YOUR SPIRIT.

OUR MISSION

Warrior's Grace empowers Veterans and First Responders to reclaim their lives. Through "The Experience," we provide the tools, brotherhood, and framework needed to achieve physical, mental, spiritual, and financial freedom.

THE FRONTLINE PROBLEM

Too many Warriors find themselves trapped in a cycle of fear, scarcity, and isolation. Disconnected from their families and their faith, they feel anchored to a past they want to leave behind.

THE GRACE SOLUTION

You don't have to navigate this alone. We have built a movement of individuals dedicated to reclaiming their potential. Grace is best understood in the midst of suffering and brokenness. In a world of judgment, we provide the grace necessary for true transformation.

Our team of seasoned veterans, first responders, and dedicated volunteers turn convictions into action. We offer practical, sensible solutions that bridge the gap from isolation to abundance.

THE 3-STEP ROADMAP

We provide a clear path forward for those ready to do the work. The journey to freedom is built on this foundation:

- **Step 1: The Call.** A 30-minute Connection and Strategy Call to assess where you are and establish a baseline.
- **Step 2: The Experience.** Commitment and enrollment into the 48-hour Crucible intensive—a program that demands skin-in-the-game.
- **Step 3: The Freedom.** Walking the path alongside a brotherhood by mastering the 4 Cores of a balanced life.

COACHING & EDUCATION: THE 4 CORES

MOVEMENT

Physical body activation and mental appreciation. Utilizing daily movement and the Power Hour to forge physical resilience.

MINDSET

Embracing spirituality and faith. Learning the art of letting go through breathwork, Stoicism, and focused healing.

MANEUVERABILITY

Achieving relational and financial alignment. Establishing a Divine connection and executing a Massive Action Plan (M.A.P.).

MASTERY

Taking ultimate ownership of your life. Practicing extreme accountability, deep reflection, and expanding your influence as a leader.

THE CRUCIBLE

The Crucible is a revolutionary, two-day mandatory training program. It is designed specifically for Warriors to learn, live, and lead into the unknown future with certainty, confidence, and power.

This is not just a physical test; it is a mental, emotional, and spiritual awakening. We believe voluntary suffering is vital to growth and expansion. For the first time, this level of immersive training is available to any man willing to kill his ego and destroy his limitations.

**THE CODE:
SHOW UP | DON'T QUIT | DO THE WORK
LEAD WITH LOVE | TRUST THE PROCESS**

PHYSICAL PREPARATION

To succeed in The Experience, Warriors must commit to a baseline of physical health. Our training protocol includes:

- **Daily Movement:** A minimum of 30 minutes of physical activity every day.
- **Get Outside:** Regular walking, jogging, or running outdoors to clear the mind.
- **Strength & Endurance:** At least two focused 30-minute workouts per week.
- **Community Hikes:** One organized group hike per month to build brotherhood.
- **The Annual Goal:** Completion of one endurance race per year (e.g., Spartan Race or Tough Mudder).

THE FOUNDERS

MATT NEELLEY

FOUNDER & CREATOR OF WARRIORS GRACE INC.

I wasn't handed a roadmap to success. After serving honorably in the United States Army (2006–2009), I found myself on a path of self-sabotage, sedation, and destruction. I was surviving, but I was not living up to my potential as a father or a man.

After facing back-to-back personal tragedies, everything shifted. On July 4th, 2019, I submitted my ego, asked for help, and spent the next 18 months rewiring my brain, my lifestyle, and my spirituality. Now, it is my absolute purpose to help guide other Veterans and First Responders down their own path of freedom. I lead from the front, proving that you can break the pattern and rewrite history.

LUKE KAYYEM

CREATOR OF FATHERS OF THE FUTURE & THE CRUCIBLE

My first major shift happened the day I became a father. I made a promise to my family that I would never become the "ghost" that my own father was to me. I committed to becoming a superior man, achieving success, and creating abundance.

I have spent 18 years in the Health and Fitness industry. I opened the first CrossFit gym in Arizona and immersed myself in the most intense coaching programs on the planet—including SealFit KOKORO, climbing Mt. Kilimanjaro, swimming Alcatraz, and maintaining 12 years of sobriety. I took all of that experience and designed The Crucible: an awakening unlike anything else. I am here to lead men who are hungry, coachable, and ready to take action.

SPONSORSHIP OPPORTUNITIES

A nonprofit is only as strong as the community that holds it up. Your generous financial support directly funds life-changing experiences for Veterans and First Responders. As a verified 501(c)(3) public charity, your donation is tax-deductible under IRC Section 170.

CORPORATE SPONSORSHIP

Corporate Sponsors receive recognition on our media platforms, a full-page ad in our magazine, and placement on all printed materials associated with our yearly events.

SPONSORSHIP LEVEL	CONTRIBUTION AMOUNT
Level 1	\$2,500
Level 2	\$3,500
Level 3	\$5,000
Level 4	\$7,500
Level 5 (St. Michael the Archangel)	\$10,000

INDIVIDUAL & COMMUNITY SUPPORT

TIER & RECOGNITION	CONTRIBUTION AMOUNT
Supporter	\$100
Friends of Warriors Grace	\$150

Patron	\$200
Bronze	\$250
Silver	\$300
Gold (Includes 1/4 Page Ad)	\$400
Visionary (Includes 1/3 Page Ad)	\$500
Benefactor (Includes 1/2 Page Ad)	\$600
Guardian (Includes 2/3 Page Ad)	\$750
Warrior (Includes Full Page Ad)	\$1,000

STAY CONNECTED. GET INVOLVED.

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