

# RATROD TOBER

*Lucky #7*



**SATURDAY, OCTOBER 14, 2023**  
**TUPPS BREWERY / MCKINNEY, TX**



IMAGE  
GALLERY

















Rating · 5.0 (16 Reviews) ⓘ



**Timm Lucher** 🌟 recommends Ratrodtober Car & Bike Show.

November 4, 2017 · 🌐

...

We had a really good time and sampled some very superb craft beer! We will definitely be back for next years show and will stop by the next time we are in the area.



**James Lauderback** 🌟 recommends Ratrodtober Car & Bike Show.

June 22, 2021 · 🌐

...

Hands down the most fun I've had at a car show! Great venue and great beer! Throw in some awesome vendors and some cool vehicles and you've got yourself a party!

👍 1

1 comment



**Jim Hirsch** 🌟 recommends Ratrodtober Car & Bike Show.

October 12, 2019 · 🌐

...

Great variety of cars, motorcycles, and bikes all at one fun location.

👍 1



**Jor Chiky** 🌟 recommends Ratrodtober Car & Bike Show.

September 5, 2019 · 🌐

...

is awesome I can wait to be there again

1 comment



**Erick L. Griffin** 🌟 recommends Ratrodtober Car & Bike Show.

October 16, 2021 · 🌐

...

feel sorry for ya if you couldn't want to, or didn't want to go see this piece of shade tree mechanism!



👍 1

1 comment

# 2023 **EVENT DETAILS**

*New this year*

**RECEPTION**

OCTOBER 13, 2023  
**DATE**

6PM - 9PM  
**TIME**

TUPPS BREWERY  
**LOCATION**

**RATROD TOBER**

OCTOBER 14, 2023  
**DATE**

10AM – 4PM  
**TIME**

TUPPS BREWERY  
**LOCATION**



# OVERVIEW

- 2023 is the 7th year
- Venue: TUPPS Brewery
- Family friendly event
- Expected attendance: 5,000 - 7,000
- Participants come from as far as Colorado, Arizona, Oklahoma, Arkansas, Louisiana, Virginia
- This year we added a Friday night reception
- A majority of the out of town guests arrive on Thursday and stay through Sunday
- Attendees patron downtown McKinney restaurants and bars



# HOTEL PARTNERS



Home2 Suites By Hilton:

- (5) Queen Suites w/ Kitchenette - (Sleeps up 4 Guest) Rates \$129
- (5) Double Queen Suites w/ Kitchenette - (Sleeps up 4 Guest) Rates: \$149

Address: 2630 South Central Expressway, McKinney, Texas 75070



Springhill Suites by Marriott:

- (5) King Suites + Sofa Bed- (Sleeps up 4 Guest) Rates \$119
- (5) Double Queen Suites + Sofa Bed - (Sleeps up 6 Guest) Rates: \$139

Address: 2660 South Central Expressway, McKinney, Texas 75070



# BUDGET

After speaking with the Visit McKinney team, we made a modification to the budget. In the case of using the grant funds, we would lean heavier on social media, and local and industry publication advertising. In the case that these funds can be used for our Gorilla Marketing Events, we'd request the below allocation for those efforts.

Item	<i>Previous request</i>	New Budget Request	Description
Marketing Materials and Advertising	<i>\$3,500</i>	\$ 5,000	Flyers, posters, events, advertising
Gorilla Marketing	<i>\$6,500</i>	\$ 5,000	Flyer distribution at car/motorcycle shows across Texas and Oklahoma

**Advertisers included but not limited to:** Community Impact, Danger Dan's Talk Shop Podcast, Full Throttle Magazine, Rat Rod Magazine (online), Facebook and Instagram advertising

**Event marketing:** Texas Fandango, Southern Throwdown, Invasion, Main Street Sealy Show and Shine, 20th Annual Lonestar Roundup



# RATROD TOBER #6

RAT ROD, HOT ROD, CLASSIC CAR, VAN & MOTORCYCLE FESTIVAL

**FINEST TEXAS BEER**  
**FOOD TRUCKS LIVE MUSIC**  
**MINI BIKE RACES**  
**VENDOR VILLAGE**  
**RAFFLES EVERY HOUR!**

**"FREAK OUT THE SQUARES"**

**RIDE IN!**

Date: Saturday, October 16, 2021

Time: 10am - 4pm

Location: TUPPS Brewery  
721 Anderson Street  
McKinney, TX 75069

REGISTER IN ADVANCE ONLINE

f @ratrodtober



NORTH TEXAS

RATROD TOBER #5

## PHOTO CONTEST

Snap photos of Ratrodtober #5 for your chance to win \$100 and to be featured in next year's promotional material!

## THANK YOU TO OUR INCREDIBLE SPONSORS

The show is not possible without them.



# RATROD TOBER #5

RAT ROD, HOT ROD, CLASSIC CAR, VAN & MOTORCYCLE FESTIVAL

BENEFITING



**FINEST TEXAS BEER**  
**KILLER BBQ LIVE MUSIC**  
**MINI BIKE RACES**  
**VENDOR VILLAGE**  
**RAFFLES EVERY HOUR!**

**"FREAK OUT THE SQUARES"**

**RIDE IN!**

Date: Saturday, October 12, 2019

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Location: TUPPS Brewery  
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McKinney, TX 75069

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f @ratrodtober

[www.ratrodtober.com](http://www.ratrodtober.com)



NORTH TEXAS



Ashmore & Ashmore  
Fuel Storage "Always Ready"



Libations



er  
Y | OCT. 12

hot rods, only funkier. For



# SPONSORSHIP OPPORTUNITIES

Koozie Sponsor - \$2,500 - *Accounted for*

Premier Sponsor - \$2,000 - *multiple available*

Raffle Sponsor - \$2,500 or item valued at \$2,500 for beneficiary raffle

Premium - \$700 - *multiple available*

Regular - \$500 - *multiple available*

Sponsorship levels vary based on event activation, logo placement, flyer, signage and merch inclusion.





# THANK YOU

We are happy to answer your questions!