







FULL THROTTLE

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2024 **EVENT DETAILS**

SATURDAY, OCTOBER 12, 2024
DATE

10 AM – 4 PM
TIME

TUPPS BREWERY
LOCATION

EXPECTED ATTENDANCE
4,000+



VENUE

TUPPS BREWERY

Ratrodtober Fest will take place at TUPPS' new state of the art facility including a 25,000 sq. ft. production brewery, retail craft community shopping area, and over 40,000 sq. ft. of buildings on a 4 acre spread. This new site expands on the rustic, unique and laid-back vibe that TUPPS and Ratrodtober patrons have grown to love.

TUPPS
BEER



BENEFICIARY

This year's fundraising beneficiary is **Tiny Pocket Community**.

Tiny Pocket Community is a 501(c)3 non-profit organization creating a community-centric housing development that offers a solution to the housing crisis affecting Americans today.

The goal at Tiny Pocket Community is to offer beautiful, tiny, sustainable homes ranging in size from 250 – 800 square feet at rental rates estimated to range from \$600 - \$1000 per month, well below the local, for-profit rental rates.

Homes will be open to all members of the community from local school teachers and firefighters, to empty-nesters looking to downsize, to those coming out of crisis situations in need of safe, affordable housing.

For more information, visit <https://www.tinypocketcommunity.org>.



Ratrodtober FEST

MCKINNEY

10.12.24

TUPPS BREWERY
MCKINNEY, TX
10AM - 4PM

LIVE MUSIC
FOOD & CRAFT BEER
PINE CAR DERBY & GAMES
RAFFLE & SILENT AUCTION

BENEFITING TINY POCKET COMMUNITY

WWW.RATRODTOBER.COM

Sponsored by: MCKINNEY TX, TUPPS BEER, BROWN'S CIRCLE DALLAS, TEXAS, CBT Commercial Bank of Texas, N.A., CHUCK'S automotive repair, COMPLETE CUSTOMIST Car Truck Accessories, CHEAP TRAILS, NORTH TEXAS MARKETING & EVENTS

Ratrodtober FEST

MCKINNEY

10.12.24
TUPPS BREWERY
MCKINNEY, TX

- MOTOR Texas
<https://motortexas.com/events/detail.aspx?event-id=139>
Ratrodtober Car & Bike Show
 Web: McKinney, Texas. Date: (Sat) Oct 12, 2024. **Ratrodtober** is a premiere rat rod, hot car and vintage motorcycle show in McKinney, TX. Voted one of the top festivals by D
- Hemmings
https://www.hemmings.com/events/detail?listing_id=63657
Ratrodtober 8 - Hemmings Motor News
 Web: Location: 402 E Louisiana St. McKinney, TX 75069. McKinney, TX, 75069. Cost: Fr Register: Click here for more information or call Elizabeth Munoz at 469-647-2592 or r
- Hemmings Motor News
https://assets.hemmings.com/events/detail?listing_id=63657
Ratrodtober 8 - Hemmings
 Web: **Ratrodtober** is a premiere rat rod, hot rod, classic car and vintage motorcycle show in McKinney, TX. Voted one of the top festivals by D Magazine, **Ratrodtober** brings car ...
- Oldride
<https://www.oldride.com/events/3332255/show>
Ratrodtober #8 - TUPPS Brewery, 402 E Louisiana St. McKinney, TX
 Web: Texas. **Car Show. Ratrodtober #8.** October 12 - October 12, 2024. TUPPS Brewery, Louisiana St. McKinney, TX 75069, TX. **Ratrodtober** is a premiere rat rod, hot rod, clas

D Libations



Ratrodtober
MCKINNEY | OCT. 12

Rat rods are hot rods, only funkier. For

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 mechanicism!



1

1 comment

HOTEL PARTNERS



Home2 Suites By Hilton:

- (5) Queen Suites w/ Kitchenette - (Sleeps up 4 Guest) Rates \$183+
- (5) Double Queen Suites w/ Kitchenette - (Sleeps up 4 Guest) Rates: \$199+

Address: 2630 South Central Expressway, McKinney, Texas 75070



Springhill Suites by Marriott:

- (5) King Suites + Sofa Bed- (Sleeps up 4 Guest) Rates \$160+
- (5) Double Queen Suites + Sofa Bed - (Sleeps up 6 Guest) Rates: \$165+

Address: 2660 South Central Expressway, McKinney, Texas 75070

BUDGET

We will use Visit McKinney funds to print flyers and other marketing materials and pay for both print and online advertisements to attract participants and patrons to the show.

Item	Requested Budget	Description
Marketing Materials and Advertising	\$ 5,000	Flyers, posters, events, advertising

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, Lonestar Roundup

CONTACT

Natalia Payton

ratrodtober@gmail.com

972.591.3858

www.ratrodtober.com



@ratrodtober



