





# **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.



### 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.

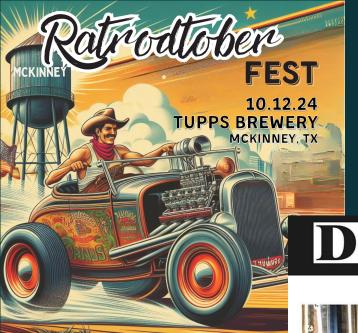
The goal at Tiny Pocket Community is to offer beautiful, tiny, sustainable homes ranging in size from 250 – 800 square feet at rental rates estimated to range from \$600 - \$1000 per month, well below the local, for-profit rental rates.

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 <a href="https://www.tinypocketcommunity.org">https://www.tinypocketcommunity.org</a>.







Libations

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

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 6

Hemmings Motor News https://assets.hemmings.com/events/detail?listing\_id=63657 \*

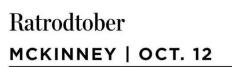
#### Ratrodtober 8 - Hemmings

Web Ratrodtober is a premiere rat rod, hot rod, classic car and vintage motorcycle sho 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. McKin

web Texas, Car Show, Ratrodtober #8, October 12 - October 12, 2024, TUPPS Brewen Louisiana St. McKinney, TX 75069, TX. Ratrodtober is a premiere rat rod, hot rod, class



Rat rods are hot rods, only funkier. For



### Rating · 5.0 (16 Reviews) 1



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!

0

1 comment



Jim Hirsch Direcommends Ratrodtober Car & Bike Show.

October 12, 2019 · 3

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

0



Jor Chiky Precommends Ratrodtober Car & Bike Show.

September 5, 2019 · 3

is awesome I can wait to be there again



Erick L. Griffin Precommends Ratrodtober Car & Bike Show.

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







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## 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: <u>2630 South Central Expressway, McKinney,</u> <u>Texas 75070</u>



#### 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: <u>2660 South Central Expressway, McKinney, Texas</u> <u>75070</u>

## **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

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@ratrodtober



