

Oktoberfest 2025 Promotional Grant Reimbursement Request 14K

Medium Giant: 7,500

The Social Scribe Influencer: 2,625

Hannah Fairchild Influencer: 2,000

Clear Channel Outdoor Billboards: 1,021.43

Local Profile: 750

Dallas foodie influencer: 600

Total: \$14,496.43

MCKINNEY Oktoberfest

2025 Event Wrap-UP

Entertainment



Stein Holding



Kinder Corner



Beer Races



- ✓ 82,000 Guests!
- ✓ Toms Auto Group returns as Presenting Sponsor
- ✓ 15 second commercials appeared on streaming services
- ✓ 370,150 views from social media ads
- ✓ 71,371 organic views on social media
- ✓ Featured in 9 publications including The Ten Show on Fox4News
- ✓ 11 Influencers supporting promotion
- ✓ Influencer impact: 355,456 impressions

The McKinney Oktoberfest 2025 was an unparalleled success, welcoming an astonishing 82,000 visitors over three days to the biggest Bavarian celebration in North Texas. This premier event, now a must-see destination, has solidified its position as a cultural juggernaut, showcasing the best of Downtown McKinney's shopping, dining, and entertainment experiences.

McKinney Oktoberfest proved to be a truly family-friendly event, offering a wide range of activities and opportunities for kids of all ages to participate in the fun. The newly introduced Kroger Kinder Corner was a huge hit, featuring a soft play area, a booth from the Heard Natural Science Museum, a cozy lactation trailer, face painting, and rock climbing. The expansive Carnival, cuddly Petting Zoo, and Weenie dog races were just a few of the many attractions that made this event a standout.

The festival boasted three stages – Prost, Alpine, and Bavarian Experience – featuring a full lineup of bands, dancers, and unique competitions that left guests in awe. Highlights included the Tupps Brat eating competition, Beard and Moustache competition, and the ultimate stein holding competition. The annual McKinney PD vs. Fire root beer stein holding competition was a crowd favorite, with McKinney PD taking the top spot in a surprising upset.

The event offered a vast array of traditional German cuisine, including schnitzel, strudel, kettle corn, bratwursts, corn dogs, and more. Six exclusive Oktoberfest beers on tap, courtesy of the exclusive partnership with Hofbrauhaus and Tupps Brewery, added to the festive atmosphere.

The Blue Box VIP Biergarten was the place to be for an elevated Oktoberfest experience, featuring a specialty curated menu from Chef Noah Hester of Hamm's Meat Market and exclusive beer options. Live music, lawn games, and exclusive swag for single and multi-day pass holders made this experience truly unforgettable.

McKinney Main Street's exceptional execution, coupled with the support of presenting sponsor Tomes Auto Group and supporting sponsors Texans Credit Union, Blue Box, LGA Engineering and MCDC, made this event possible. The McKinney Oktoberfest has grown into a cultural celebration that shines a spotlight on Downtown McKinney as a unique destination, and we're already looking forward to next year's festivities.