



Sunday
August 6, 2023
10am - 3pm
201 W. Big Beaver

KIRCO
 PRESENTING SPONSOR

COLUMBIA
 CENTER
 PROUD HOST VENUE

BECOME A SPONSOR

**SUPPORT OUR 15TH ANNIVERSARY CELEBRATION OF THE TROY TRAFFIC JAM
 AND THE EDUCATIONAL PROGRAMS AT THE TROY HISTORIC VILLAGE**



Sponsorship opportunities include promotions, event booths, recognition on banners and printed materials, and other marketing opportunities.

Photos by Ryan Gertner



For more information: Sharon Snyder, Community Development Director
 ssnyder@thvmail.org • Troy Historic Village, 60 W. Wattles Rd. Troy MI 48098
 248-524-3570 • www.troyhistoricvillage.org • SEE SPONSORSHIP FORM ON BACK ➔

SPONSORSHIP OPPORTUNITIES

PLATINUM (\$10,000)

- Priority for media interviews leading up to or on the day of the event (this may include morning TV news spots, radio interviews, or other opportunities)
- Company message aired on WWJ News radio 950 the week of the event
- Company booth provided day of the event (10' x 10')
- VIP reserved parking on the day of the event
- Designated Troy Historic Village Signature Education Sponsor for the 2023-2024 school year and highlighted on education material, stories, and social media
- Profile posted on the official Troy Traffic Jam website
- Included in press releases and social media posts for the Troy Traffic Jam
- Acknowledged in the Troy Historic Village Press newsletter and Village website
- Business logo on Troy Traffic Jam website, welcome banners, and promotional flyers

Gold (\$5,000)

- Company message aired on WWJ News radio 950 the week of the event
- Company booth provided day of the show (10' x 10')
- VIP reserved parking on the day of the event
- Designated a Troy Historic Village Education Sponsor for the 2023-2024 school year and highlighted on education material, stories, and social media
- Profile posted on the official Troy Traffic Jam website
- Included in press releases and social media posts for the Troy Traffic Jam
- Acknowledged in the Troy Historic Village Press newsletter and Village website
- Business logo on Troy Traffic Jam website, welcome banners, and promotional flyers

Silver (\$2,500)

- Company booth provided day of the show (10' x 10')
- Profile posted on the official Troy Traffic Jam website
- Included in press releases and social media posts for the Troy Traffic Jam
- Acknowledged in the Troy Historic Village Press newsletter and Village website
- Business logo on Troy Traffic Jam website, welcome banners, and promotional flyers

Copper (\$1,000)

- Company booth provided day of the show (10' x 10')
- Acknowledged in the Troy Historic Village Press newsletter and Village website
- Business logo on Troy Traffic Jam website, welcome banners, and promotional flyers

Chrome (\$500)

- Acknowledged in the Troy Historic Village Press newsletter and Village website
- Business logo on Troy Traffic Jam website, welcome banners, and promotional flyers

15th Anniversary "FRIENDS OF TROY TRAFFIC JAM" (\$250 and up)

- Acknowledged in the Troy Historic Village Press newsletter and Village website
- Your name listed on Troy Traffic Jam website and welcome banners

We encourage all sponsors to provide promotional items from their business for TROY TRAFFIC JAM car registrants gift bags to increase your brand marketing (approximately 250 items).

SPONSORSHIP REGISTRATION INFORMATION

General Contact Information: *Please print*

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

I hereby voluntarily release and hold harmless the City of Troy, elected and appointed officials, employees and volunteers, City of Troy contractors/ Independent contractors, the Troy Historical Society, the Columbia Center and all Car Show Sponsors from all liability for all types of damages or injuries, whether foreseeable or not, sustained by myself, my child and other family members or vehicle while participating, watching and traveling to or from this activity. I/we also hereby authorize the Troy Historic Society to reproduce, copy, exhibit, publish, broadcast or distribute my image or my vehicle's image in any and all videotapes and photographs taken while participating, watching and traveling to or from the activity for promotional purposes.

Signature required: _____

Date: _____

Sponsorship Information:

Sponsorship Level: _____

Payment Information:

- ☐ By Check-Payable to the Troy Historical Society
- ☐ Call the Village with a credit card at 248-524-3570
- ☐ Please Invoice Us

Your contribution is tax-deductible as provided by law (Tax ID #38-6116182). Checks should be made payable to the Troy Historical Society. Mailed to:

Troy Historic Village
60 W Wattles Rd
Troy, MI 48098

For information or assistance, please contact Sharon Snyder, Community Development Director at Troy Historic Village by calling 248-524-3571 or at ssnyder@thvmail.org