

BECOME A SPONSOR



TROY



TRAFFIC JAM

AUGUST 4 2024

10am-3pm at the Columbia Center, 201 W. Big Beaver, Troy MI



Your Sponsorship Supports Educational Programs at the



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR – Kirco
PROUD HOST VENUE – Columbia Center
TECH TALKS SPONSOR – AVAILABLE for \$5,000!
ENTERTAINMENT SPONSOR – AVAILABLE for \$2,500!
PEDAL POWER 200 – Nostalgic Motoring Ltd.
MEDIA SPONSOR – HOUR Media

PLATINUM (\$10,000) • Priority for all media opportunities leading up to or on the day of the event (this may include social media, print ads and posters, morning TV news spots, radio interviews, radio spots, press releases, or other opportunities).
• Designated a Troy Historic Village Education Sponsor for the 2024-2025 school year and highlighted on education materials.
• Profile posted on the official Troy Traffic Jam website, included in press releases and social media posts for the Troy Traffic Jam.
• Company booth provided day of the show (10' x 10') with VIP parking.
• Acknowledged in the Troy Historic Village Press newsletter and Village website.
• Business logo on Troy Traffic Jam website and promotional materials.

GOLD (\$5,000)
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SILVER (\$2,500)

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- Business logo on Troy Traffic Jam website and promotional materials.

COPPER (\$1,000)

- Company booth provided day of the show (10' x 10').
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- Business logo on Troy Traffic Jam website and promotional materials.

CHROME (\$500)

- Acknowledged in the Troy Historic Village Press newsletter and Village website.
- Business logo on Troy Traffic Jam website and promotional materials.

“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.

ENDOWMENT CIRCLE

Support the long-term education programs at the Troy Historic Village with a donation directly to the Village Programs & Operations Endowment! Please consider matching your sponsorship.

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