

Beth L Tashnick

Subject: FW: Troy Traffic Jam thank you and sponsorship report
Attachments: image001.emz; TTJ Sponsor Report 2019 (4).pdf

From: Tina Collins
Sent: Monday, August 26, 2019 2:00 PM
To: Mark F Miller <
Cc: Loraine Campbell < Bob Bruner
Subject: Troy Traffic Jam thank you and sponsorship report

August 26, 2019

Dear Mark:

On behalf of the Troy Traffic Jam Planning Committee and Troy Historical Society, we wish to thank you for your tremendous financial support as a \$5,000 Silver Sponsor of the 2019 Troy Traffic Jam, which *Fuels Education*.

The 2019 Traffic Jam was an unprecedented success that featured 295 classic cars, trucks, and specialty vehicles. Over 6,000 visitors strolled among this exceptional gathering of automotive designs, technologies, and craftsmanship while they enjoyed great food and music. Sponsorships and registration fees generated over \$44,000 that will support the education programs provided by the Troy Historical Society at the Troy Historic Village.

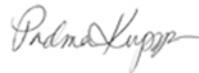
Mark, we deeply appreciate your personal interest in the show and we look forward to working with you in 2020 as we plan the 13th Annual Troy Traffic Jam as a premier, family-friendly event that fuels education at the Troy Historic Village and raises awareness of the great City of Troy. Please find attached our sponsors report.

The Troy Historical Society is pleased to inform you, as required under federal tax law, that the Society did not give you any goods or services in return for your contribution. The full amount of your gift qualifies for an itemized federal income tax charitable contribution deduction subject to any applicable income-related or other limits imposed by federal tax law. You should retain this acknowledgement letter with your tax records to substantiate the deductibility of your contribution.

Sincerely,



Loraine Campbell
 Executive Director
 Troy Historic Village



Padma Kупpa
 President
 Troy Historical Society

Tina Collins
 Community Development Director
 248-524-3571





Troy Historic Village is excited to announce that the 12th annual Troy Traffic Jam car show on Sunday, August 4th was a great success!! Troy's premier car show welcomed nearly 6,000 people from around the state to see all the chrome, technology, design, and muscle that car enthusiasts love with 295 vehicles on display. Car owners received awards in 28 categories. All proceeds from the car show support the Troy Historic Village to help Fuel Education throughout the year for families and students.

A record number of young families and children also attended the Traffic Jam. They enjoyed taking selfies in vintage vehicles, made crafts at the KidZone sponsored by the Kiwanis Club of Troy, had their face painted by Sparkles the Clown and talked about safety with Oakland County Sheriffs, Troy police, and volunteer firefighters.

The Troy Historical Society would like to thank all our major sponsors KIRCO/Columbia Center, Kelly Services, The Suburban Collection, and the City of Troy. We recognize additional financial support from American House, Morgan Stanley, DiLisio Contracting, Inc., Kiwanis, Mahindra, E.M. Schroeder/Autumn Insurance Benefits, Stoney River Steakhouse and Grill, CBTS, A & M Service Center, Inc., Community Choice Credit Union, Detroit Performance Center Speed Shop and Penny Luebs. "The Troy Traffic Jam is the major fundraiser for the Troy Historical Society," said Executive Director Loraine Campbell. "This year's outstanding event raised over \$44,000 to support education programs offered at the Troy Historic Village."

Attached is our 2019 Troy Traffic Jam Report. We look forward to our continued partnership as we fuel education and showcase the Big Beaver corridor.





2019 SPONSOR REPORT

Total Gross Revenue: \$44,172

6,000
Attended The Event

295
Car Participants

84
Volunteers

Pre-show registrations: 164 • Day of show registrations: 131

85% And More Responded GREAT

In The Following Categories:

Registration 96%

Volunteers 95%

Food and Beverage 85%

Parking 85%

Overall Experience 91%



MARKETING AND PUBLIC RELATIONS

- FOX 2 BROADCAST 5 LIVE SEGMENTS BETWEEN 6AM-9AM DAY OF THE SHOW

Areas of focus included:

1. **Loraine Campbell (Executive Director, Troy Historic Village, THV)** - TTJ is THV's largest annual fundraiser that Fuels Education. THV organizes the event with the help of sponsors and close to 100 volunteers.
2. **Doug Tietz Chairman, Troy Community Foundation & Member, Kiwanis Club of Troy** - Kid Zone overview and demos
3. **Izabela Juga: Engagement Manager, Kelly Services & City of Troy Mayor Dane Slater** - Kelly Service's involvement in TTJ and THV and the importance of community involvement and youth education. Mayor discussed the cultural importance of TTJ.
4. **Specialty Vehicle (Mahindra ROXOR) Richard Ansel: Vice President of Marketing, Mahindra**
5. **Specialty Vehicles** (1966 Ford GT40 Replica by CAV, 1965 Shelby Cobra Replica by Backdraft, 2019 MTT Jet Turbine powered Trike, 1974 Baldi Frog Microcar) Mark Lieberman & Alan Kiriluk (Chairman, KIRCO)

PRINT MATERIAL

- Banner ads for Troy Gazette and Troy Today
- Village Press will be in your in-box October 2019



- WWJ Sponsors at the \$2,500 level and above received ad messages which aired on WWJ Newsradio 950 am
- WWJ- 950 am coverage area

THANK YOU TO OUR TEAM OF SPONSORS!



Master Auto • GR Auto Gallery • Community Choice Credit Union • CBTS
A & M Service Center, Inc. • Detroit Performance Center Speed Shop • Penny Lueb

2019 TROY TRAFFIC JAM AWARD WINNERS

CATEGORY

- A** 1900 – 1927
Antique
- B** 1928 – 1942
Roadster or
Convertible
- C** 1928 – 1942
Sedan, coupe,
fixed roof
- D** 1946 – 1954
Chevrolet
- E** 1946 – 1954
All other domestic
makes
- F** 1955 – 1960
Chevrolet
- G** 1955 – 1960
All other domestic
makes
- H** 1961 – 1972
Ford
- I** 1961-1972
GM
- J** 1961-1972
Other
- K** 1973-2000
All domestic
makes
- L** 2001-2016
Millennium
All domestic makes
- M** Hot Rods
1900-1945
- N** Muscle Cars 1960
To present
- O** Custom & modified
Street machines/
Lead sleds all years
- P** Trucks
all years
- Q** Corvette
all years 1953-1967
- R** Corvette
all years 1968-1982
- S** Corvette
all years 1983 to
current
- T** Foreign all years

- Mayor's Choice

- Specialty Award
Outstanding Restoration
- Specialty Award
Outstanding Restoration
- Specialty Award
Outstanding Innovation
& Technology
- Specialty Award
Outstanding Innovation
& Technology

FIRST PLACE

- John Loose**
1924 Ford Model T Coupe
- Dani Homrich**
1937 Packard
Dietrich Victoria Convertible
- Ron Turner**
1936 Auburn
Boattail Speedster
- Bethie Schantz**
1951 Chevy Belair
2-door Hardtop
- Ed Holter**
1953 DeSoto
Firedome Coupe
- Bob Fulkerson**
1957 Chevrolet
Bel Air Sport Coupe
- Wayne Snyder**
1959 Dodge 2-Door Hardtop
Custom Royal Lancer
- Glenn Beal**
1966 Ford Thunderbird
- Bob Tokie**
1970 Chevrolet
Chevelle SS
- Brian Burke**
1962 Chrysler
Imperial LeBaron Southampton
- Frank Smith**
1976 Mercury
Grand Marquis
- Michael Trosell**
2006 Ford
Roush Mustang
- Diran Yazejian**
1940 Mercury Convertible
- Rod Dotten**
1969 American Motors AMX
- Fred Giles**
1927 Ford Model T
Roadster
- Andy Knaack**
1968 Chevrolet C10 Pick Up
- Al Trombetta**
1959 Chevrolet Corvette
- Glenn Wurm**
1974 Chevrolet Corvette
- Lubka & George Zobian**
2016 Chevrolet Corvette Z51
- Steven Murray**
1953 Rolls-Royce
Silver Wraith
- David Harrington**
1927 Cadillac
- Diran Yazejian**
1940 Mercury Convertible
- Lynn Miller**
1971 Dodge Challenger
- Mike Stowe**
1955 Chevrolet
210 Post
- Chevy Grand Prix Racecar**
Roger Penske
Accepted by Detroit Grand Prix Volunteers

SECOND PLACE

- David Harrington**
1927 Cadillac
- Douglas Mac Dermaid**
1929 /1980 Shay Roadster
- Robert Morse**
1932 Ford
2-door Sedan
- Bob Smith**
1952 Chevrolet
Deluxe Station Wagon
- Douglas Martens**
1948 Plymouth
Special Deluxe
- Mike Taylor**
1955 Chevrolet
Bel Air 2-door Hardtop
- Michael Purton**
1955 Oldsmobile 88
- Marianne Peggie**
1961 Ford Thunderbird
Convertible
- Paul Imerman**
1971 Buick
Centurian Convertible
- Jerry Helfman**
1968 Dodge
L023 Hemi Dart
- Thomas Cronogue**
1987 Buick
Grand National
- Tim Leslie**
2007 Dodge Charger RT
- Eric Langley**
1932 Ford Roadster
- Mike Mordarski**
1970 Plymouth
AAR Cuda
- Mike Stowe**
1955 Chevrolet
210 Post
- Gary & Jean White**
1954 Chevy Pick Up
- Harley & Barbara Buchanan**
1962 Chevrolet Corvette
- Saul Schwartz**
1972 Chevrolet Corvette
- Doug Worley**
2016 Chevrolet
C7 Corvette Stingray Z51
- Jim Bergin**
1955 Porsche
Continental Cabriolet

