

HOME for the 100th 2026 CELEBRATION SPONSORSHIP PACKET

54th ANNUAL POCI CONVENTION
June 22 - 27, 2026 • Pontiac, Michigan, USA



HOME for the 100th • 2026 CELEBRATION HOST ORGANIZATIONS

ABOUT: Pontiac Transportation Museum (PTM)

www.pontiactransportationmuseum.org



One of America's deepest legacies of transportation history, innovation, and accomplishments is in the city of Pontiac, in the Heart of Oakland County, and the state of Michigan. PTM opened Phase 1 in May 2024 — and Phase 2 in 2025 — to celebrate this industrious legacy.

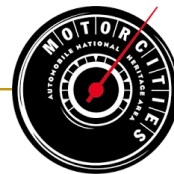
So, why Pontiac? While Detroit is known as “The Motor City”, the phrase really refers to “Metropolitan Detroit”, of which Pontiac is an integral part of. Here in Pontiac, during the late 19th and early 20th centuries, some of the nation's most successful manufacturers of horse-drawn buggies and carriages evolved into the earliest car and truck companies.

Among the dozens of such companies with local roots, two of the largest ultimately became General Motors' renowned Pontiac Motor Division and GMC Truck and Coach. There were many other innovative and influential companies, some of which also were ultimately acquired by GM.

To celebrate the heritage and remarkable achievements of these many enterprises, the Pontiac Transportation Museum showcases examples of the cars, trucks, and other vehicles designed or built here – and the culture that truly changed the nation and the world. Some of these examples are the only ones known to still exist!

The Museum also tells of the industrialization of this community and the many people whose work inspired these efforts. Through the museum's growing collections, we also endeavor—through displays, teaching, and community programs—to help excite and inspire young people to chart their own destiny in an increasingly technical world with valuable STEAM programming.

The Pontiac Transportation Museum is an active member and partner of *MotorCities National Heritage Area*. This organization has been of substantial value in helping our start-up and connecting us to the Detroit area community! *Stamp your NPS Passport here!*



ABOUT: Pontiac-Oakland Club International www.poci.org



The Pontiac Oakland Club International (POCI) was established in 1972 by Don Bougher, alongside a passionate group of enthusiasts eager to gather extensive information on Pontiac and Oakland vehicles.

The inaugural convention took place the following year in Camp Hill, PA. Since then, POCI chapters have emerged nationwide with our annual POCI Convention each year, being hosted at various locations throughout the country.

The mission of POCI is to preserve and promote the rich history of the Oakland, Pontiac Motor Division, and the GMC brands.

We are excited to host with Pontiac Transportation Museum and partners, to bring this year's “Home for the 100th”, 2026 Anniversary Celebration and POCI Convention to Pontiac, Michigan — the birthplace of Pontiac Motor Division, Oakland and GMC!

EVENT OVERVIEW



54th ANNUAL POCI CONVENTION & PONTIAC MOTOR DIVISION 100th ANNIVERSARY

This year's convention is shaping up to be one of the best ever! The 2026 theme is *Home for the 100th*, celebrating 100 years since the inception of the iconic Pontiac Motor Division.

WELCOMING
ALL YEARS OF
PONTIAC &
OAKLAND CARS
AND GMC
TRUCKS!

We're expecting thousands of club members from all over North America and around the globe! That's countless dedicated Pontiac Motors enthusiasts, along with Oakland and GMC devotees, and many will be driving or trailering their coveted classics right here to Oakland County in celebration!

There will be regional museum and historical tours, automotive attractions, a swap meet, car shows, driving tours, and opportunities for other leisure excursions to parks, many Southeast Michigan cultural amenities, and other attractions, plus a Parade and celebratory events to round out the festivities! All of this will be shared on social media and network PR!

From hotels, to restaurants, gasoline, retail, entertainment, local & regional tour transportation, merchandise, convention activities....

the economic impact will be in the millions!

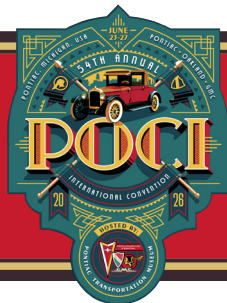
The Pontiac Transportation Museum has already proven that there's a large audience of enthusiasts playing a crucial role in building up our region as an auto-centric tourism accelerator.

Hotels, Restaurants,
Gasoline, Entertainment,
Transportation, Retail,
Merchandise, Convention
Activities and more...

***THE ECONOMIC
IMPACT WILL BE
IN THE MILLIONS!***

For more information about the convention, visit www.poci.org or Like the Pontiac Transportation Museum on Social Media for up-to-date announcements.





HOME for the 100th • 2026 CELEBRATION WHY SPONSORSHIPS?

The Crucial Value of Sponsorships

Visit PTM's Social Media to see what we've been up to, and to learn more about us:



The Pontiac Transportation Museum wouldn't be possible without Donors, Members, countless dedicated Volunteers and, of course, our Sponsor Partners! Sponsors help us host exciting events for our guests, members, enthusiast clubs, students, veterans and the community! THIS Convention and Celebration will be one of our most important and largest events, bringing millions of dollars in Economic impact to our region, and Tourism recognition to Oakland County!

In exchange for your support, you'll receive excellent marketing & promotional opportunities to a very targeted audience (*event attendees, as well as on-line followers***). Sponsorship also highlights YOUR support of this event, the museum, and it's many programs, the Pontiac region, as well, it demonstrates how your business or organization supports "Local" and gives back to your community. Taking advantage of our partnership and interest in this event on *your organization's own social media* and PR opportunities will build up your following and gain additional promotion and exposure of your brand.

We have Levels & Benefit Options for any business or budget!

Please review the following pages for the best fit for YOUR organization, then contact your PTM Promo Representative:

PTM PROMO REP. NAME EMAIL PHONE

We're happy to answer any questions, and excited to work with you!

****Over the last 90 Days, PTM has had more than 379,700 views on social media alone!**

that's over a 70%+ INCREASE from PTM engagement prior-year



SPONSORSHIP Levels & Benefit OPTIONS

PRESENTING LEVEL: \$7,500 - Limit 2 Exclusive

- **"SUPPORTER" Membership to Pontiac Transportation Museum.** Membership includes:
 - Unlimited Annual Admission for SIX (6) into Museum, includes back room tours
 - One-time 2-hour use for up to 25 people in PTM's *John McMullen Auditorium** (*restrictions apply)
 - One-time FREE Admission for SIX (6) to a PTM Members' Only "Ticketed" event
 - 10% Discount on any PTM Gift Shop items (excludes sale items)
 - PTM Annual Report Donor Listing & advanced notice of Special Events
- **Your Logo on Event Banners** (Multiple locations) thru Convention Week and in "Welcome" package.
- **Your Logo promoted on PTM Social Media** for Convention Week
- **OFFICIAL PARTNER DESIGNATION** thru Convention Week at Car Show & Swap Meet
- **Your Logo on PTM website post-event page for ONE (1) YEAR**

DIAMOND LEVEL: \$2,500

- Outdoor Swap Meet spaces as required to accommodate promotional rig or display
- Display space for promotional material in registration area
- Two (2) full page ad insertions in the *Smoke Signals* Magazine
- Logo or promo included in Convention Week "Welcome" package
- Extra bold type recognition on "Thank You Sponsors" post-event page in *Smoke Signals* Magazine
- One year free "clickable Link" (Logo or text) to your website, on www.POCI.org
- Banner / Signage displayed during the week of the Convention (you must provide Banner/Sign*)

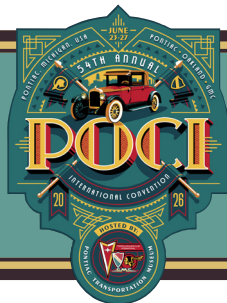
* Dimension restrictions t/b provided.

PLATINUM LEVEL: \$1,000

- Outdoor Swap Meet spaces as required to accommodate promotional rig or display
- Display space for promotional material in registration area
- One (1) full page ad insertion in *Smoke Signals* Magazine
- Logo or promo included in Convention Week "Welcome" package
- Extra bold type recognition on "Thank You Sponsors" post-event page in *Smoke Signals* Magazine
- One year free "Clickable Link" (Logo or text) to your website, on www.POCI.org
- Banner / Signage displayed during the week of the Convention (you must provide Banner/Sign*)

* Dimension restrictions t/b provided.

MORE LEVELS and COMMITMENT FORM on NEXT PAGES



continued: SPONSORSHIP Levels & Benefit OPTIONS

GOLD LEVEL: \$500

- Two (2) 10' X 20' outdoor Swap Meet spaces
- Display space for promotional material in registration area
- One (1) quarter page ad insertion in *Smoke Signals* Magazine
- Small Logo included in Convention Week "Welcome" package
- Bold type recognition on "Thank You Sponsors" post-event page in *Smoke Signals* Magazine
- 6 months "Clickable Link" (logo or text) to your website, on www.POCI.org
- Banner / Signage displayed during the week of the convention (you must provide Banner/Sign*)

* Dimension restrictions t/b provided.

SILVER LEVEL: \$300

- One (1) 10' X 20' outdoor Swap Meet space
- One (1) quarter page ad insertion in *Smoke Signals* Magazine
- Small Logo included in Convention Week "Welcome" package
- Large type recognition on "Thank You Sponsors" post-event page in *Smoke Signals* Magazine
- Banner / Signage displayed during the week of the convention (you must provide Banner/Sign*)

* Dimension restrictions t/b provided.

BRONZE LEVEL: \$100

- One (1) 1/6 page ad insertion in *Smoke Signals* Magazine
- Regular type recognition on "Thank You Sponsors" post-event page in *Smoke Signals* Magazine
- Regular type recognition included in the Convention Week "Welcome" package

COMMUNITY LEVEL 1: \$200

- Listing on Convention Week "where to go" or "supporter" in "Welcome" package
- Small Business or Organization Logo on Event Banners throughout Convention Week (multiple locations)
- One (1) FREE 100th Anniversary T-shirt

COMMUNITY LEVEL 2: \$100 VOLUNTEER COMMITMENT

- **COMMIT 15 or more Volunteers :**
Your Organization Logo on "Thank You Sponsors" section of PTM website and Social Media during and post-Convention Week
- **COMMIT 5 or more Volunteers:**
Regular type "Thank You" recognition on PTM Social Media
- **ALL Volunteers:** One (1) Convention Volunteer T-shirt will be provided

GREAT FOR
LOCAL CLUBS /
ORGANIZATIONS!

YOUR SELECTION SPONSORSHIP FORM



Home for the 100th! • 54th Annual POCI Convention

Pontiac, Michigan, USA • June 22 - 27, 2026



Complete the form below and submit with
Payment to your PTM Promo Representative or
SCAN QR CODE here to go direct to digital form

Sponsorship Commitment:

SELECT YOUR SPONSORSHIP COMMITMENT LEVEL(s):

☐ PRESENTING Level: \$7,500 TWO SPOTS AVAILABLE, CHOOSE: ☐ ONE ☐ BOTH

☐ DIAMOND Level: \$2,500

☐ PLATINUM Level: \$1,000

☐ GOLD Level: \$500

☐ SILVER Level: \$300

☐ BRONZE Level: \$100

☐ COMMUNITY Level 1: \$200

☐ COMMUNITY Level 2: \$100 & Volunteer Commitment

☐ OTHER LEVEL/IN KIND:.....
This level option subject to approval by PTM PROMO REPRESENTATIVE

APPLIES
TO ALL
SPONSORSHIP
LEVELS with
the EXCEPTION
of BRONZE

☐ BUSINESS/ORGANIZATION
LOGO* PROVIDED

*Please provide a High Resolution Logo
or Vector Logo Art. Low Resolution
"screen grabs" cannot be accepted.

SEND DIGITAL FILE and/or
Logo Questions to:

socialmedia@pontiactransportationmuseum.org

SUBJECT: Convention Sponsorship

☐ 15+ VOLUNTEERS

☐ 5+ VOLUNTEERS

☐ Other

BUSINESS/ORGANIZATION NAME:

ADDRESS:.....

CONTACT NAME:.....

BUSINESS PH:..... CONTACT PH:.....

CONTACT EMAIL:

WEBSITE/SOCIAL MEDIA:

PTM Promo Representative

Name & Info:.....

THIS LINE TO BE FILLED OUT BY PTM PROMO REPRESENTATIVE

PAYMENT INFORMATION (3 WAYS TO PAY)

1) Drop off or Mail Check made
payable to: (you must include a copy of this form*)

Pontiac Transportation Museum
250 W. Pike St., Pontiac, MI 48341

NOTE on CHECK: Convention Sponsorship

2) Hand to your PTM Promo Representative

3) Online via Pay Pal link:

The Pontiac Transportation Museum is established as a 501(c)(3)
non-profit organization. Tax deductibility of sponsorships varies
depending on the fair market value of goods/services received.
We encourage you to discuss all tax matters with a tax professional.



PONTIAC
— MOTOR DIVISION —



CELEBRATING 100 YEARS

1926

ANNIVERSARY

2026

54th ANNUAL POCI CONVENTION
June 22 - 27, 2026 • Pontiac, Michigan, USA

Thank You to our gracious Partners!



PURE MICHIGAN™

LINGENFELTER
COLLECTION



MARRIOTT
AUBURN HILLS
PONTIAC

Indian
Trails



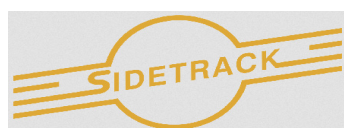
Meadow Brook

PMD
AUTOMOTIVE

OAKLAND
COUNTY PARKS



OAKLAND
EXPO CENTER



frankenmuth
Michigan's Little Bavaria



CRANBROOK
Ames Performance
Est. 1976



CHAPTER PARTNERS:



PONTIAC-OAKLAND
CLUB INTERNATIONAL

WEST MICHIGAN
CHAPTER



PONTIAC TRANSPORTATION MUSEUM: 250 W. Pike St., Pontiac, Mi, 48341
email: admin@pontiactransportationmuseum.org (subject: SPONSORSHIPS) • 248-977-4410