

PROMO TOUR



Frequently Asked Questions 2018

- 1. What is the purpose of the annual Back to the Bricks® Tour?**

The BttB Tour takes place in June, and is designed to promote the Back to the Bricks® main event week in August.
- 2. Are Tour participants required to engage in specific promotional activities?**

There are no formal promotional activities planned for individual participants. The Host cities promote their event months in advance. ABC12 travels with the Tour, and promotes the event with daily broadcasts. Many participants are passionate about the Tour and the August main event, and “can’t help themselves” when it comes to spreading good cheer.
- 3. Who typically enjoys the Tour the most?**

Car enthusiasts who enjoy driving their vehicles, and traveling on secondary roads to see new and different sights. Over the years we have visited auto museums, personal car collections, and driven our cars on race tracks (e.g. MIS, Kalamazoo Speedway, & in 2018 - Birch Run Speedway). The police escorts and car shows also provide a large daily dose of enjoyment, excitement and satisfaction.
- 4. When does registration open for the Tour?**

Registration opens in January for the Tour taking place in June. Part of the registration process is making your own hotel reservations. Blocks of rooms at reduced rates have been secured by the Host cities. We recommend making your hotel reservations as early as possible for the greatest selection in rooms and pricing. Early Tour registration helps the committee in their planning efforts. The fee for Early Bird registration is \$45. After April 28, 2018, the standard fee of \$60.00 applies. Registration closes at 9:00 AM on June 8th, departure day.
- 5. What precautions are taken to avoid “bad” roads?**

The extensive route planning process always excludes dirt roads. Newly resurfaced roads of the tar and gravel variety are excluded as well. Sometimes, we do park on grass for planned stops. In the event of rain, an alternate location will be sought, and typically communicated in the daily driver’s meeting.
- 6. The Tour is described as “at-will.” What does that mean?**

Participants may join and leave the tour at any time. Further, participation in the daily scheduled activities is not required. Common reasons for leaving the tour include family emergencies and special events such as weddings. First time participants sometimes elect to participate in a portion of the Tour because they are unable to fully commit without trying it first.
- 7. Is there any restriction on the year of the vehicle driven in the Tour?**

There are no year restrictions. However, the vehicle must be mechanically sound, registered and insured. The tour is known for its diversity of vehicles including Model A’s to brand new Corvettes and everything in-between.
- 8. The Early Bird Tour registration fee is \$45 per vehicle. (\$60 after April 28.) What does it include?**

A bound Tour Book, ID lanyards and T-shirts for driver and passenger, and a 3 inch by 3 inch Participant window cling. The lanyard may be thought of as a discount pass. It qualifies the holder to receive free or discounted admission to planned stops.
- 9. What other expenses should be planned for?**

All other expenses, including hotels, meals and fuel are incurred by participants. Planned stops and attractions sometimes charge admission fees or expect donations. The committee strives to secure group rates and negotiate lower pricing.
- 10. Why does each overnight stop have a designated Host hotel?**

The Host hotel offers the largest parking capacity of all the hotels and serves two purposes. In the afternoon, it serves as a staging area for the police escort to the downtown car show. The next morning it provides adequate parking for the daily driver’s meeting. The Host designation has nothing to do with room capacity or pricing.
- 11. What does a typical daily schedule look like?**

An optional driver’s meeting occurs between 8a and 9a with a discussion of last minute changes to the daily schedule found in the Tour Book. Interesting stops are recommended while traveling to the next Host city. Arrival typically occurs in the early afternoon. Hotel check-ins are completed by late afternoon. Staging generally takes place in the Host hotel parking lot followed by a police escort to the downtown car show. The car show takes place between 5p and 9p.
- 12. Does the group travel in a caravan between Host cities?**

While we would love to do that, experience has taught us it is neither practical nor possible. Traffic signals and stop signs cause the group to get dispersed. We have found that traveling in small groups works best. This is a great way to make new friends. Sometimes unplanned stops are made which further disperses the group. This is not a problem because you can use the Tour Book to catch up with the group later.
- 13. Is there any attempt made to accommodate local car clubs and enthusiasts in the Host cities?**

Tour participants enjoy seeing new cars and the Tour committee is committed to fostering a spirit of inclusion among locals. This is an important aspect of the planning process that takes place months in advance. Unfortunately, sometimes constraints like show car parking capacity limit local involvement.