

2024 TOLEDO JEEP FEST



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Toledo Jeep® Fest – held in early August each year – celebrates decades of Jeep's partnership with the City of Toledo. Jeep® has been touching the lives of Toledoans, people throughout the U.S., and people around the world in a meaningful way for a long time, and in August 2024, the city and its visitors celebrated that rich history for the seventh time as part of Toledo Jeep® Fest.

GOAL

The Toledo Jeep® Fest events from 2018 to 2024 have each attracted over 60,000 attendees from across the U.S. and around the world, including Canada, Mexico, Czechia, The Netherlands, Japan, Italy, and New Zealand. The 2024 event alone had an estimated economic impact of \$5.9 million. Celebrating Jeep® and its adventurous spirit in the city where it was invented, Toledo, Ohio, the founders aim to make the 2025 event the largest Jeep®-related festival in the U.S. Scheduled for August 1-3, 2025, it promises a packed weekend with an All-Jeep® Parade, a large Vendor Midway, and numerous other festivities, showcasing Toledo as the heart of Jeep® Country.

STRATEGY

Toledo Jeep Fest exemplifies a strategic blend of community engagement and branding prowess, orchestrated meticulously by the Thread team. This success is rooted in the collaborative efforts of numerous sponsors, vendors, volunteers, and attendees, all of whom play a crucial role in bringing the event to life. Thread's strategic approach includes leveraging local partnerships, maximizing media outreach, and fostering a spirited atmosphere that highlights Jeep's legacy while enhancing community pride. The festival's ability to draw thousands each year underscores the effectiveness of this comprehensive strategy, driven by dedicated stakeholders who collectively make Toledo Jeep Fest a standout event in the automotive calendar.



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RESULT

- 78,000+ Attendees from 40 states, Canada, Italy, Japan, Mexico, and Switzerland.
- 60,000+ ducks were distributed during the three-day festival
- 7,200+ attended the Friday night Jordan Davis concert
- 1,500+ people attended the Toledo Assembly Complex Family Day Party
- 6,500+ children participated in the RC Course and Kids' and Family Zones
- 1,300+ Jeeps were part of the All-Jeep Parade throughout downtown Toledo
- 1,300+ people participated in the 4-Mile Run and 1-Mile Walk
- 6,000+ pounds of recyclables were collected
- 200+ Jeeps attended the first-ever Glass City Crawler's Block Party
- 800+ Jeeps traversed the obstacle course at the Welcome Party
- 300+ TARTA bus rides were taken as part of the Toledo Jeep Fest Express
- 300+ Volunteers supported the 4-day festival

To learn how Thread can help you connect simply, contact **Whitney Rofkar** at 419.283.7609 or whitney@threadgroup.com.

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