



Junior League of New Orleans
TOUCH-A-TRUCK®

TOUCH-A-TRUCK® 2025 Sponsorship Benefits

The Junior League of New Orleans (JLNO) offers the following opportunities to sponsor TOUCH-A-TRUCK® – a unique event that allows families to get up close and personal with their favorite big trucks and heavy machinery, learning about how businesses protect, serve, and build our community. Proceeds from the event support JLNO's mission and community projects.

PRESENTING SPONSOR \$15,000+

- Presenting Sponsor Designation as “Junior League of New Orleans TOUCH-A-TRUCK® presented by [Your Company Name]”
- Exclusive sponsor of event “Host Tent”
- Headlining name on signage at event
- Prominent business logo inclusion on hard hat
- Business is a destination on scavenger hunt sheet.
- 2 exclusive and 2 non-exclusive social media mentions on Facebook and Instagram
- Business logo and link on the TOUCH-A-TRUCK® website
- Business logo on flyers, posters and remaining print advertisements
- Business name in any press releases
- Logo in JLNO emails marketing the event
- Vehicle participation (if applicable) at event on Friday and Saturday
- Table set-up on Saturday with ability to show and/or sell goods or services
- 40 tickets to the event on Saturday

HEAVY HAULER \$7,500+

- Exclusive sponsor of an exhibit at the event such as the color wall
- Business logo inclusion on hard hat
- Business is a destination on scavenger hunt sheet
- 1 exclusive and 2 non-exclusive social media mentions on Facebook and Instagram
- Business logo and link on the TOUCH-A-TRUCK® website
- Business logo on flyers, posters and remaining print advertisements
- Business name on signage at the event
- Business name in any press releases
- Logo in JLNO emails marketing the event
- Vehicle participation (if applicable) at event on Friday and Saturday
- Table set-up on Saturday with ability to show and/or sell goods or services
- 30 tickets to the event on Saturday

To guarantee listing in printed and digital materials, registration, insurance certificate, and payment must be received by October 1, 2025

4319 Carondelet Street • New Orleans, LA 70115 • 504-891-5845 • Fax: 504-897-9496 • www.jlno.org

The Junior League of New Orleans is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

CRAWLER CRANE \$5,000+

- Sponsor of an exhibit at the event such as the face paint station
- 1 exclusive and 1 non-exclusive social media mentions on Facebook and Instagram
- Business logo and link on the TOUCH-A-TRUCK® website
- Business logo on flyers, posters and remaining print advertisements
- Business name on signage at the event
- Business logo listed on scavenger hunt sheet
- Logo in JLNO emails marketing the event
- Vehicle participation (if applicable) at event on Friday and Saturday
- Table set-up on Saturday with ability to show and/or sell goods or services
- 20 tickets to the event on Saturday

BULLDOZER \$2,500+

- 2 non-exclusive social media mentions on Facebook and Instagram
- Business logo and link on the TOUCH-A-TRUCK® website
- Business name on signage at the event
- Business logo listed on scavenger hunt sheet
- Vehicle participation (if applicable) at event on Friday and Saturday
- Table set-up on Saturday with ability to show and/or sell goods or services
- 15 tickets to the event on Saturday

TRACTOR TRAILER \$1,000+

- 1 non-exclusive social media mention on Facebook and Instagram
- Business name & link on the TOUCH-A-TRUCK® website
- Business name on signage at the event
- Business name listed on scavenger hunt sheet
- Vehicle participation (if applicable) at event on Friday and Saturday
- Table set-up on Saturday with ability to show and/or sell goods or services
- 10 tickets to the event on Saturday

EXCAVATOR \$500+

- Business name and link on the TOUCH-A-TRUCK® website
- Business name on signage at the event
- Business name listed on scavenger hunt sheet
- Vehicle participation (if applicable) at event on Friday and Saturday
- Table set-up on Saturday with ability to show and/or sell goods or services
- 5 tickets to the event on Saturday

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Junior League Communications Platforms

JLNO utilizes a comprehensive marketing and communications plan with the following reach:

- Facebook followers: over 6,600
- Instagram followers: over 4,900
- Open rate on member emails: 57%
- Website visitors: over 2,300 per month
- TOUCH-A-TRUCK® ads featured in a variety of local media outlets - *St. Charles Avenue, Gambit, NOLA Moms, NOLA Family Magazine* and many more!
- Our host, the Pontchartrain Center, also helps promote ticket sales through its email list of 20,000 and exterior signage, thus increasing the overall event marketing.
- TOUCH-A-TRUCK® website <https://www.jlno.org/touch-a-truck//>)

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