



Touch a Truck 2023 Sponsorship Benefits

The Junior League of New Orleans 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.

Explore! Honk! Play!

PRESENTING SPONSOR \$10,000

- Presenting Sponsor Designation as “Junior League of New Orleans Touch a Truck presented by [Your Company Name]”
- Prominent business logo inclusion on hard hat
- Vehicle participation (if applicable) at event on Friday, October 27 and Saturday, October 28
- Table set-up on Saturday, October 28 with ability to show and/or sell goods or services
- Business logo and link on the Touch a Truck website (www.jlno.org/TouchaTruck)
- 3 exclusive and 3 non-exclusive social media mentions on JLNO social media channels
- Business logo on flyers, posters, and print advertisements*
- Business name in prominent position on signage at the event
- Business name in all press releases*
- Logo in all JLNO emails marketing the event (approximately 4)
- 40 tickets to the event (\$480 value)

HEAVY HAULER \$7,500

- Business logo inclusion on hard hat
- Vehicle participation (if applicable) at event on Friday, October 27 and Saturday, October 28
- Table set-up on Saturday, October 28 with ability to show and/or sell goods or services
- Business logo and link on the Touch a Truck website (www.jlno.org/TouchaTruck)
- 2 exclusive and 2 non-exclusive social media mentions on JLNO social media channels
- Business logo on flyers, posters, and print advertisements*
- Business name on signage at the event
- Business name in all press releases*
- Logo in 2 JLNO emails marketing the event
- 30 tickets to the event (\$360 value)

CRAWLER CRANE \$5,000

- Business logo inclusion on hard hat
- Vehicle participation (if applicable) at event on Friday, October 27 and Saturday, October 28
- Table set-up on Saturday, October 28 with ability to show and/or sell goods or services
- Business logo and link on the Touch a Truck website (www.jlno.org/TouchaTruck)
- 1 exclusive and 2 non-exclusive social media mention on JLNO social media channels
- Business logo on flyers, posters, and print advertisements*
- Business name on signage at the event
- Business name in all press releases*
- Logo in 1 JLNO email marketing the event
- 15 tickets to the event (\$180 value)

BULLDOZER \$2,500

- Vehicle participation (if applicable) at event on Friday, October 27 and Saturday, October 28
- Table set-up on Saturday, October 28 with ability to show and/or sell goods or services
- Business logo and link on the Touch a Truck website (www.jlno.org/TouchaTruck)
- 2 non-exclusive social media mention on JLNO social media channels
- Business name on signage at the event and print advertisements*
- 5 tickets to the event (\$60 value)

TRACTOR TRAILER \$1,000

- Vehicle participation (if applicable) at event on Friday, October 27 and Saturday, October 28
- Table set-up on Saturday, October 28 with ability to show and/or sell goods or services
- Business logo and link on the Touch a Truck website (www.jlno.org/TouchaTruck)
- 1 non-exclusive social media mention on JLNO social media channels
- Business name on signage at the event and print advertisements
- 5 tickets to the event (\$60 value)

EXCAVATOR \$500

- Vehicle participation (if applicable) at event on Friday, October 27 and Saturday, October 28
- Business name and link on the Touch a Truck website (www.jlno.org/TouchaTruck)
- 1 non-exclusive social media mention on JLNO JLNO social media channels
- Business name on signage at event
- 5 tickets to the event (\$60 value)

*To receive recognition on printed advertisements and press releases, please submit application by October 3, 2023.



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	Presenting \$10,000	Heavy Hauler \$7,500	Crawler Crane \$5,000	Bulldozer \$2,500	Tractor Trailer \$1,000	Excavator \$500
Hard Hat (reach of over 3000)	Logo	Logo	Logo			
Event Signage (reach of over 3000)	Prominent Name	Name	Name	Name	Name	Name
Vehicle Participation (reach of over 3000)	Yes	Yes	Yes	Yes	Yes	Yes
Table at Event (reach of over 3000)	Yes	Yes	Yes	Yes	Yes	
Website (www.jlno.org/TouchaTruck)	Logo & link	Logo & link	Logo & link	Logo & link	Name & link	Name & link
Social Media (reach of over 4500)	3 exclusive & 3 non-exclusive	2 exclusive & 2 non-exclusive	1 exclusive & 2 non-exclusive	2 non-exclusive	1 non-exclusive	1 non-exclusive
Flyers/Posters	Logo	Logo	Logo			
Print Advertisements	Logo*	Logo*	Logo*	Name *	Name *	
Press Releases	Name	Name	Name			
Email Marketing (reach of over 3000)	All / 4	2	1			
Tickets (value of \$15)	40	30	15	5	5	5

Visit <https://www.jlno.org/touch-a-truck> to complete a Touch a Truck Participation Application. If you have questions, please contact touchatruck@jlno.org

*To receive recognition on printed advertisements and press releases, submit application by October 3, 2023.

Participating vehicles or equipment available for lease and manned by at least one attendant can count half of their one-day rental fee toward a sponsorship level. An in-kind donation is valued at half its worth. For example, an in-kind donation of \$2,000 qualifies a business at the Tractor Trailer Sponsor (\$1,000) level. A combination of a \$1,000 in-kind donation and a \$500 cash donation qualifies a business at the Tractor Trailer Sponsor (\$1,000) level. Please note that Excavator Sponsorships are cash donation only.

JLNO offers a wide variety of sponsorships throughout the year. Should you be interested specifically in Touch a Truck or any other partnership opportunities, please contact Maria Huete at maria@jlno.org.