



TOUCH A TRUCK

A highly popular family experience, the Junior League of New Orleans' Touch a Truck event is attended by over 2,000 visitors with nearly 60 supporting businesses and organizations. **Join us this year as we Explore! Honk! Play! on October 27th and 28th, 2023 at the Pontchartrain Center for our 12th Touch a Truck!**

The purchase of a single ticket or group discount for a family provides children and adults an up-close look at their favorite “big trucks” and the opportunity to meet the people that protect, serve, and build South Louisiana. Displays include construction equipment, emergency responder vehicles, tractors, utility trucks, interactive displays and many more.

In addition to the ticketed event open to the public on Saturday, JLNO's Field Trip Friday program provides free entrance to over 700 students in under-served schools. Our sponsors make it possible for us to offer this educational opportunity.

EVENT DEMOGRAPHICS

A Touch a Truck sponsorship enables you to showcase your business and interact with the key demographics of:

- Children of all ages
- Parents and Guardians
- Educators
- Community Organizations
- Government officials including elected officials, emergency responders, and military personnel
- Local business owners and community leaders

Sponsors receive exposure prior to and during the event through hard hats, event signage, social media, JLNO's website, print advertising, and on-site tables. Our generous 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.

COMMUNITY IMPACT

All fundraiser proceeds from sponsorships, ticket sales and donation combine with direct volunteer service of JLNO members to improve our community. Because of our sponsors, we are able to volunteer over 15,000 hours in service to our community with 50 unique volunteer opportunities, 40 trainings, and 60 nonprofit partnerships.

- JLNO's Bank served hundreds of families through the distribution of over 641,055 diapers, 119,000 period supplies, and 16,000 Adult Incontinence products.
- JLNO's CAF program provided \$40,000 dollars in Community Assistance Fund grants.
- JLNO awarded the 2023 Woman Entrepreneur Fellow with a \$5,000 grant and member-delivered in-kind services and mentoring to grow her business.
- JLNO's partnership with Covenant House gave meaningful experiences to 175 at-risk youth and children, making them feel valued and hopeful.
- JLNO provided holiday gifts to 110 Educare students.

COMMUNICATIONS PLATFORMS

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

- Facebook followers: over 4,500
- Instagram followers: over 2,500
- Twitter followers: over 2,100
- Open rate on member emails: 43%
- Open rate on external emails: 20%
- Website visitors: over 2,300 per month
- Media Partner: Nola Media Group including New Orleans Advocate, Gambit & Nola.Com. Additional: Avenue Magazine, New Orleans Moms, NOLA Family, Louisiana Weekly and Jambalaya News/
- Our generous 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.

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.

