

TOUCH A TRUCK

In seven years, Junior League of New Orleans' Touch a Truck has grown from a single airport hangar with approximately 900 attendees to an indoor convention space with over 3,100 visitors and nearly 60 supporting businesses and organizations. **Join us this year on November 1 and 2, 2019 at the Pontchartrain Center!**

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, and many more.

Not only do we sell tickets, JLNO's Field Trip Friday program provides **free entrance to 625 students** in under-served schools.

EVENT DEMOGRAPHICS

Touch a Truck 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, 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

Through ticket sales and sponsorships, the 2018 event raised over **\$50,000** for JLNO's community projects that advance the wellbeing of women. All fundraiser proceeds combine with direct volunteer service by JLNO members to improve our community. **Because of you, we are able to volunteer over 35,000 hours and help 95,000 residents through 190 unique volunteer opportunities, 55 trainings, and 80 nonprofit partnerships.**

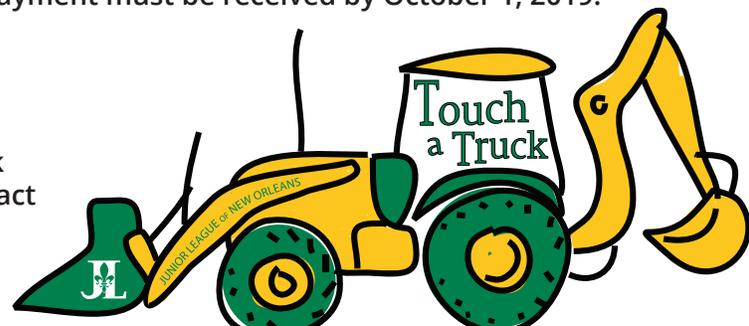
- JLNO's Diaper Bank served hundreds of families by distributing over **750,000** diapers.
- JLNO's Scholarship provided over **\$15,000** in financial assistance to non-traditional female students.
- JLNO supported its fourth Woman Entrepreneur Fellow with a **\$7,500** grant and member-delivered in-kind 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's Financial Literacy for Women curriculum educated **600 girls and 100 women** in 2018-2019.

HOW TO PARTICIPATE

The application deadline is **September 1, 2019**. All vehicles and vendors JLNO can accommodate will receive a confirmation email and invoice by September 15, 2019. All payment must be received by October 1, 2019.

- Sponsor
- Bring a Vehicle or Family-friendly Activity
- Be a Retail Vendor

Visit www.jlno.org/TATsponsor to complete a Touch a Truck Participation Application. If you have questions, please contact touchatruck@jlno.org or Paige Morrison at **504-891-5845**.



The Junior League of New Orleans is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.