



## Touch a Truck 2022 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, November 11 and Saturday, November 12
- Table set-up on Saturday, November 12 with ability to show and/or sell goods or services
- Business logo and link on the Touch a Truck website ([www.jlno.org/TouchaTruck](http://www.jlno.org/TouchaTruck))
- 3 exclusive and 3 non-exclusive social media mentions on Facebook, Instagram, and Twitter
- Business logo on flyers, posters, and print advertisements
- Business name 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, November 11 and Saturday, November 12
- Table set-up on Saturday, November 12 with ability to show and/or sell goods or services
- Business logo and link on the Touch a Truck website ([www.jlno.org/TouchaTruck](http://www.jlno.org/TouchaTruck))
- 2 exclusive and 2 non-exclusive social media mentions on Facebook, Instagram, and Twitter
- 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, November 11 and Saturday, November 12
- Table set-up on Saturday, November 12 with ability to show and/or sell goods or services
- Business logo and link on the Touch a Truck website ([www.jlno.org/TouchaTruck](http://www.jlno.org/TouchaTruck))
- 1 exclusive and 2 non-exclusive social media mention on Facebook, Instagram, and Twitter
- 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, November 11 and Saturday, November 12
- Table set-up on Saturday, November 12 with ability to show and/or sell goods or services
- Business logo and link on the Touch a Truck website ([www.jlno.org/TouchaTruck](http://www.jlno.org/TouchaTruck))
- 2 non-exclusive social media mention on Facebook, Instagram, and Twitter
- 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, November 11 and Saturday, November 12
- Table set-up on Saturday, November 12 with ability to show and/or sell goods or services
- Business logo and link on the Touch a Truck website ([www.jlno.org/TouchaTruck](http://www.jlno.org/TouchaTruck))
- 1 non-exclusive social media mention on Facebook, Instagram, and Twitter
- Business name on signage at the event and print advertisements
- 5 tickets to the event (\$60 value)

## SCHOOL BUS (FIELD TRIP FRIDAY) \$500

- Vehicle participation (if applicable) at event on Friday, November 11 and Saturday, November 12
- Business name and link on the Touch a Truck website ([www.jlno.org/TouchaTruck](http://www.jlno.org/TouchaTruck)) as a Field Trip Friday sponsor
- 1 non-exclusive social media mention as part of a Field Trip Friday overview on Facebook, Instagram, and Twitter
- Business name on signage at Field Trip Friday
- 5 tickets to the event (\$60 value)

## **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
- Traditional media includes: St. Charles Avenue, Gambit, The New Orleans Advocate, New Orleans Moms Blog, and NOLA Family
- 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.