



JUNIOR LEAGUE OF RICHMOND
Women building better communities®



TOUCH A TRUCK 2010

Saturday, October 2, 2010
Richmond International Raceway
10:00 am to 3:00 pm

Event Overview

This year signifies the 5th Anniversary of the Junior League of Richmond's Touch a Truck. Touch a Truck offers children a hands-on opportunity to explore heavy machinery and meet the people who build, protect and serve the Richmond community.

Trucks on display include construction trucks, emergency vehicles, buses and vintage cars. Children of all ages are allowed to creatively explore the trucks of all sizes with guidance from the respective professionals who explain the equipment and discuss the work they accomplish with such machinery.

The event also includes activities such as snack bars, face painting, inflatables, crafts, and a bazaar of local vendors.

Attendance

This year we are moving the event to Richmond International Raceway to better accommodate the growing number of attendees as well as to increase event access for children from the Junior League's focus impact area in the East End of Richmond.

The Junior League of Richmond invites the community-at-large to participate in Touch a Truck for a cost of \$5 per ticket. The Junior League also underwrites the cost of tickets for key families for whom the ticket price is not feasible. Over 2,000 people attended Touch a Truck 2009 and the League raised over \$20,000 for its community activities!

The Junior League of Richmond 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. The Junior League of Richmond reaches out to women of all races, religious and national origins who demonstrate and interest in, and commitment to, voluntarism.



The Junior League of Richmond Presents
5th Annual Touch a Truck
 October 2, 2010 at Richmond International Raceway
 10:00 a.m. - 3:00 p.m.



SPONSORSHIP LEVELS

SPONSORSHIP BENEFIT	Bulldozer \$10,000	Tractor Trailer \$5,000	Ready Mix \$2,500	Excavator \$1,000	Tow Truck \$500	Pick-Up Truck \$250	Nonprofit \$0	Advertisement			Exhibitor \$150	Vendor or Artist See Pricing Below	Food Vendor	Raffle Donation	In-Kind Donation
								\$250	\$125	\$75					
Title Sponsor Designation	✓														
Company Feature in Social Media Outlet (Facebook)	✓	✓	✓												
Logo on JLR Website (event page)	✓	✓	✓	✓											
Logo on Posters and/or Fliers	✓	✓	✓	✓											
Hard Hat Sticker Inclusion	Large on 2 Sides	Front Large	Side Large	Side Medium	Side Small										
Ad Space in Event Map	Full Panel	1/2 Panel	1/2 Panel	1/2 Panel	1/4 Panel			Full Panel	1/2 Panel	1/4 Panel					
Signage and Publicity Table Available	✓	✓	✓	✓	✓	✓					✓	✓	✓		
Tickets to Event	100	50	25	15	10	5					25	2	4		
Vehicle Participation	15	10	5	3	2	1	2								
Mention in Event Map	✓	✓	✓	✓	✓	✓	✓				✓	✓	✓	✓	✓
Mention in DJ Announcements during Event	✓	✓	✓	✓	✓	✓	✓				✓	✓	✓	✓	✓
Thank You in RTD, JLR Magazine, and JLR Website	✓	✓	✓	✓	✓	✓	✓							✓	✓
Vehicle Attendant Breakfast, Lunch, and Goodie Bag	✓	✓	✓	✓	✓	✓	✓								

Truck Participation Requirements:

- Proof of Insurance
- Vehicle attendant present at vehicle at all times

Pricing for Vendors and Artists:

- \$50 for Non-League Members
- \$25 for League Members

Pricing for Food Vendors:

- \$250 flat fee, OR
- \$100 and 10% of profits



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TOUCH A TRUCK

Commitment Form

The Junior League of Richmond thanks you for your generous support of its many Richmond community programs through your partnership with the 5th Annual Touch a Truck event on Saturday, October 2, 2010 at Richmond International Raceway.

Please mark your sponsorship level below and provide all requested information.

Sponsor Levels

- Bulldozer \$10,000
- Tractor Trailer \$5,000
- Ready Mix Truck \$2,500
- Excavator \$1,000
- Tow Truck \$500
- Pick-Up Truck \$250
- Non-Profit \$0

Vendor Levels

- Exhibitor: \$150
- Vendor: Non-Member \$50
- Vendor: Member \$25
- Food Vendor: \$250
- Food Vendor: \$100+10% profits
- Raffle
- In-Kind Donation

Advertisements

- Large \$250
- Medium \$125
- Small \$75

Total Contribution:

\$ _____

Name: _____

Address: _____

Contact: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Announcement Information for DJ during Event:

Business Name/Sponsor Name as to be listed in Promotional Materials:

Description of offering (goods for sale, type: of business, etc.): _____

Method of Payment: Check MasterCard Visa

Card # _____

Name on Card: _____ Exp. Date: _____

Please return this agreement and payment to:

Junior League of Richmond
205 West Franklin Street, Richmond, Virginia, 23220
Fax: 804.643.4887 **Email:** donors@jlrichmond.org

For more information contact:

Bev Brown, Chair, Touch a Truck
804.647.4764 or 804.398.6665
Beverly.B.Brown@Wachovia.com



JUNIOR LEAGUE OF RICHMOND 2010 -2011

The Junior League of Richmond (JLR) is a volunteer organization committed to positive change in the Richmond community and built on the idea that this change is possible by developing the potential of women. As an organization with nearly 1,200 active volunteer members from the Richmond area, the JLR has an extraordinary capacity to make a difference on the local level. In fiscal year 2010 alone, JLR members contributed over 30,000 hours of service. This organization strives to make Richmond a better place for its children and families today, and empowers its members to become vehicles for change well into the future.

While all members of JLR pay annual dues, covering some of the administrative costs associated with preparing those members for their volunteer duties, the JLR depends largely on individual donations and corporate contributions to facilitate much of their programmatic efforts. Programs that greatly benefit Richmond children, such as *Kids in the Kitchen*, *Good Sports*, *Families First*, and *Touch a Truck*, would not be possible without substantial private funding.

As you are a vital part of the Richmond business community, the JLR would be honored to have the opportunity to partner with you in this important work. Your support would not only benefit local children and families in the Richmond area, but would also help build a future network of trained and committed volunteers to support those most in need in the years to come. By contributing to the JLR, your commitment to the health of the Richmond area would be evident to the 1,200 members of the JLR, the League's many friends in the Richmond business community, and the thousands of families and children who benefit directly from the JLR's volunteers and initiatives.

In addition to meeting the needs of some of Richmond's most underserved populations, the JLR is creating an army of knowledgeable, connected, and fully trained women, ready to take on the challenges of building a healthier community. Supporting the Junior League of Richmond is a great way to invest in the future strength of our wonderful city.

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