



JUNIOR LEAGUE OF
RICHMOND

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**The Junior League of Richmond's
14th Annual Touch a Truck**
Saturday, October 19, 2019
Richmond Raceway
9:00am to 10:00am – VIP Hour
10:00am to 3:00pm – General Admission
Rain or Shine
Climb. Explore. Learn. TOUCH!

Dear Friends,

Touch a Truck provides the unique opportunity for children to explore vehicles of all types, including public service, emergency, utility, construction, landscaping, transportation, delivery, and just plain cool – all in one place! Children are allowed to touch their favorite vehicles, get behind the wheel, and meet the people who help **build, protect, and serve our community**. Crafts, games, and food trucks are also part of the day's festivities.

In addition to holding a unique outdoor event for the community, the Junior League of Richmond organizes Touch a Truck to support the League's efforts to improve the lives of children and families in the community. Last year's event raised over \$40,000 to support such programs as Literacy through Art Outreach, Kids in the Kitchen, Good Sports, Families First, in addition to training and development opportunities for women leaders in our community.

Touch a Truck provides an excellent opportunity for sponsors to showcase their company and interact with parents, children, League members, and the metro-Richmond community. **Last year we had over 4,000 tickets sold!**

There are multiple ways for organizations to participate: event sponsorship and vehicle participation, performances, food and activity vendors, or in-kind support services. How can you get started?

- Fill out the enclosed Commitment Form and send it back by September 20, 2019
- Submit logos by September 25, 2019 to be included in marketing materials
- Reach out with any questions

The enclosed sponsorship packet provides additional event and sponsorship details. I welcome the opportunity to connect with you on participating in the 14th Annual Touch a Truck and can be reached at 804-250-5450 or touchatruck@jrichmond.org.

I appreciate your time and look forward to partnering with you!

Ashley Allen
Chair, 14th Annual Touch a Truck



14th Annual Touch a Truck
October 19, 2019 at Richmond Raceway
 9:00am to 10:00am – VIP Hour
 10:00am to 3:00pm – General Admission
SPONSORSHIP & VENDOR PACKAGES



Touch a Truck provides an opportunity for businesses and organizations to interact with over 5000 event attendees from the metro-Richmond community. Below are the sponsorship and vendor levels. Participation in Touch a Truck helps JLR to raise the money needed to fund our community programs.

Sponsorship Benefits	Event and Truck Sponsors						Food & Activity Vendors	Media Partnerships (Radio & TV)
	\$10,000	\$5,000	\$2,500	\$1,000	\$500	NonProfit		
Presenting Sponsor Designation on All Marketing Materials	✓							
Logo on Digital Billboards	Logo							
Logo on Limited Edition T-Shirts	Logo							
Premium Truck Parking by Entrance	✓	✓						
Logo on Posters, Fliers, & Media Marketing (Radio & TV)	Logo	Logo	Logo					✓
Social Media Feature	✓	✓	✓	✓				✓
Logo on Event "Swag Bag"	Logo	Logo	Logo					
Logo on "Sponsor Scavenger Hunt" Card	Logo	Logo	Logo	Logo	Logo			
Invitation to JLR Donor Party	✓	✓	✓	✓	✓			
Complimentary Tickets to Event	✓	✓	✓	✓	✓			✓
Recognition on Event Website	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Vehicle Attendant Publicity Table	✓	✓	✓	✓	✓	✓		
Signage & Publicity Table	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in JLR Annual Report	✓	✓	✓	✓	✓	✓		✓

EVENT CONTACT: ASHLEY ALLEN, TOUCHATRUCK@JLRICHMOND.ORG, 804-250-5450

Junior League of Richmond
 2605 West Cary Street, Richmond, VA 23220
 Tax ID # 54-0519575



14th Annual Touch a Truck
October 19, 2019 at Richmond Raceway
9:00am to 3:00pm
Rain or Shine
EVENT GUIDELINES



The Junior League of Richmond looks forward to your participation in the 14th Annual Touch a Truck event on October 19, 2019.

- VIP Hour: 9:00am to 10:00am – 500 people anticipated
General Admission: 10:00am to 3:00pm – 5000 people anticipated
- Vehicle space assignments are determined on site by the Junior League of Richmond (JLR). \$10,000 and \$5,000 sponsors receive premium truck parking by entrance. Vehicles are located on open blacktop.
- Breakfast, lunch, and afternoon snacks are provided to all Vehicle attendants. Food vendors are also present at the event for cash purchases.
- Tables/chairs, electric hook-ups, and tents are available for rent. We ask that you reserve these items by September 25, 2019 on your Commitment Form.
- Wireless internet access is not available at the event venue. Service is not guaranteed by JLR.

VEHICLE PARTICIPATION GUIDELINES

- Submit Commitment Form, Certificate of Insurance, and Letter of Agreement prior to event for participation.
- One adult representative must be present during the event to supervise the Vehicle(s) between the hours of 9:00am to 3:00pm on Saturday, October 19, 2019. *Vehicle attendants should be able to provide a description of the Vehicle(s) as well as facilitate guided “tours” of the Vehicle(s) interior as allowable by the Vehicle(s) size.*
- Vehicle sponsors acknowledge that the nature of Touch a Truck involves the interaction of children with Vehicle(s) so that the children are able to touch, see, and explore the Vehicle(s) and learn about the Vehicle(s) function. *JLR will take appropriate measures to facilitate a safe event, however, the sponsor remains responsible for the supervision and safety of its Vehicle(s). The sponsor shall indemnify, safe and hold harmless JLR and its officers, directors, and volunteers from all liability, damage, loss, claims, costs, demands and actions of any nature whatsoever arising out of the Touch a Truck event.*
- Vehicle participants must arrive on event day between 6:00am and 7:30am to set-up. Vehicles requiring special accommodations, such as a large turning radius, will be asked to arrive early during event set-up. Vehicles are expected to stay the entire length of the event and may not leave until the event’s conclusion at 3:00pm unless otherwise agreed to in advance by JLR.
- Vehicle participants will comply with a No Horn policy. *Touch a Truck is marketed as an inclusive event for all children and attendees. As such, vehicle horns shall be disabled to prevent startling noise.*

SPONSOR DETAILS

- To guarantee listing in pre-event marketing materials, return Commitment Form & payment by September 20, 2019.
- If applicable to your sponsorship package, tickets to the event will be held at will call for your guests.
- Sponsors may bring banners, signage, and decorations to promote their business. Promotional materials appropriate for children, such as giveaways, are strongly encouraged. *JLR shall not be held responsible for any loss or damage to vendor property.*
- Sponsor grants permission to JLR to take photographs or record videos of vendor and/or display during the event for the strict purpose of promotion and publicity of the event and/or JLR.
- Sponsor and their representatives shall conduct themselves in a manner that is appropriate for the family-oriented event, which includes but is not limited to no smoking, no profanity, and no display of inappropriate content or clothing.
- **Sponsors with Vehicle(s) should bring stickers to be placed on the “Sponsor Scavenger Hunt” card for activity.**

EVENT CONTACT: ASHLEY ALLEN, TOUCHATRUCK@JLRICHMOND.ORG, 804-350-5450



TOUCH A TRUCK COMMITMENT FORM

SATURDAY, OCTOBER 19, 2019

Richmond Raceway—Main Gate
9:00am to 3:00pm / Rain or Shine



Please indicate your sponsorship level below and provide all requested information no later than **September 20, 2019** to ensure receipt of benefits related to pre-event marketing or by **September 25, 2019** to ensure inclusion on the limited edition T-Shirt. If you wish to order additional amenities, please note them below and include your contribution total.

Sponsorship Level

- \$10,000 "Bulldozer/Presenting"
- \$5,000 "Tractor Trailer"
- \$2,500 "Excavator"
- \$1,000 "Car Carrier"
- \$500 "Tow Truck"
- Non-Profit

Other Participation

- Activity/Food Vendor: \$125
- Media Partnership
- In-Kind Donation
- Market Value: \$ _____

Additional Amenities

- Tent, \$45
- Electrical Hook-Up, \$45
- Electrical Hook-Up, \$75
- 6 ft. Table, \$8.50

Total Contribution: \$ _____

Sponsor Name: _____

Please list as name should appear in print materials and recognitions.

Contact Person: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Email: _____ Website: _____

Facebook Page: _____ Twitter/Instagram: @ _____

Description of offering (vehicle, menu, hands-on activity, performance, etc.):

Method of Payment: Check MasterCard Visa Invoice

(Checks should be made payable to the Junior League of Richmond. Organization Tax ID # 54-0519575)

Card # _____ Exp. Date: _____ Security Code: _____

Name on Card: _____

Please return form with payment to:

Junior League of Richmond
2605 West Cary Street, Richmond, Virginia 23220

For more information, contact:

Ashley Allen, Chair, Touch a Truck
Email: touchatruck@jlrichmond.org
Phone: 804.250.5450 **Fax:** 804.643.4887

www.richmondtouchatruck.org