

The Junior League of Richmond's 16th Annual Touch a Truck

Saturday, October 9, 2021

Richmond Raceway

9:00am to 3:00pm

Rain or Shine



CLIMB. EXPLORE. LEARN. TOUCH!

BACK ON THE TRUCKS!



**JUNIOR LEAGUE OF
RICHMOND**



THANK YOU TO OUR 2020 DRIVE-THRU SPONSORS

Tractor Trailer Sponsors (\$5,000)

Abilene Motor Express
Childrens Hospital of Richmond at VCU
UPS

Excavator Sponsors (\$2,500)

Vulcan Materials
Woodfin

Car Carrier Sponsors (\$1,000)

American Fleet Services
CarMax
CSE
Kroger
Publix
Wegmans
Quarles Petroleum

Tow Truck Sponsors (\$500)

Bartlett Tree Experts
Draper Aden Associates
S.B. Cox Ready Mix
Sweetie Boy Towing & Recovery
Wawa

In Kind Event Partners

Caroline Zukowsky Films
Chick-fil-a Willow Lawn
Cupcakes by Shyla
El Caporal
James River Printing
Richmond Family Magazine

2020 was a year like none other and we could not have made Drive-Thru Touch a Truck possible without the support of our sponsors, community organizations, and event partners. Thank you for sticking with us during 2020!

ABOUT TOUCH A TRUCK



16th ANNUAL FAMILY FUN EVENT

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.

OVER 5,000 ATTENDEES IN 2019

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.















































OVER \$40,000 RAISED IN 2020

Last year's event raised over \$40,000 to support the mission of the Junior League of Richmond. In 2021 the Junior League of Richmond is launching a number of new community programs focused on "Women Helping Women" in the Richmond community.



SPONSORSHIP & VENDOR BENEFITS

16TH ANNUAL TOUCH A TRUCK, OCTOBER 9, 2021

BENEFITS	\$10,000	\$5,000	\$2,500	\$1,000	\$500	NON-PROFIT	VENDOR	MEDIA PARTNER
Presenting Sponsor Designation on all materials								
Logo on Billboards & Event T-Shirts								
Premium Truck Parking								
Logo on Posters, flyers, & media marketing								
Social Media Feature								
Feature in event "swag" TBD								
Complimentary Event Tickets								
Recognition in JLR Annual Report & Invitation to Donor Party								
Recognition on Event Website								
Event Publicity Table/Signage								

EVENT GUIDELINES

The Junior League of Richmond looks forward to your participation in the 16th Annual Touch a Truck event on October 9, 2021.

- VIP Hour: 9:00am to 10:00am – 700 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 2 Vehicle attendants per Vehicle. 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 10, 2021 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. Government vehicles need to only submit the Commitment Form.
- 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 9, 2021. 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. Advanced vehicle parking will be Friday 10/8 from noon to 5:00pm.
- 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 10, 2021.
 - 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.
 - Sponsors grant 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.
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16th Annual Touch a Truck Commitment Form

October 9, 2021
Richmond Raceway
Rain or Shine

Please indicate your sponsorship level below and provide all requested information no later than **September 10, 2021** to ensure receipt of benefits related to pre-event marketing. If you wish to order additional amenities, please note them below.

This form is now available for online submission. Please visit our website or contact touchatruck@jlrichmond.org to receive the link to the online form.

Sponsorship & Participation Levels

- | | |
|--|--|
| <input type="checkbox"/> \$10,000 Bulldozer/Presenting | <input type="checkbox"/> \$125 Activity or Food Vendor |
| <input type="checkbox"/> \$5,000 Tractor Trailer | <input type="checkbox"/> Media Partnership |
| <input type="checkbox"/> \$2,500 Excavator | <input type="checkbox"/> In-Kind Donation |
| <input type="checkbox"/> \$1,000 Car Carrier | |
| <input type="checkbox"/> \$500 Tow Truck | |
| <input type="checkbox"/> Non-Profit | |

Additional Amenities

- | |
|--|
| <input type="checkbox"/> \$45 Tent |
| <input type="checkbox"/> \$45 Electrical Hook-Up (Advance) |
| <input type="checkbox"/> \$75 Electrical Hook-Up (Week of) |
| <input type="checkbox"/> \$10 6 Ft. Table |

Total Contribution

Sponsor Name

Contact Person

Contact Title

Address

Phone Number

Email

Website

Facebook Page

Twitter/Instagram

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

☐ **Check** ☐ **Invoice** ☐ **Credit Card**

If you choose to pay by credit card, please consider maximizing your contribution by adding 4% to cover processing fees.

Please return form with payment to:

Junior League of Richmond
2605 W. Cary Street, Richmond, VA 23220

For more information, contact:

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www.richmondtouchatruck.org