



JUNIOR LEAGUE
RICHMOND

presents

19th Annual



CLIMB. EXPLORE. LEARN. TOUCH!


Saturday, October 5, 2024

9:00 AM - 3:00 PM

Richmond Raceway



RICHMONDTOUCHATRUCK.ORG



THANK YOU TO OUR 2023 TOUCH A TRUCK SPONSORS & PARTNERS

Bulldozer/Presenting Sponsor

St. Christopher's School

Excavator Sponsors

CarMax
Republic Services
T-Force Freight
Vulcan Materials Company
W.O. Grubb
Woodfin - Your Home Team

Car Carrier Sponsors

All Points Broadband
Chesterfield Auto Parts Co.
Loughridge & Company, LLC
Papa Johns Pizza
Publix Super Markets Charities
Sweetie Boy Transportation
Waste Management
Wawa
Wegmans Food Markets, Inc.

Media Partners

Richmond Family Magazine
WTVR CBS6 &
Virginia This Morning

Tow Truck Sponsors

College H.U.N.K.S. Hauling Junk
& Moving
CSC Leasing Company
Finley Asphalt and Concrete
Floor & Decor
Goldfish Swim School Richmond
Meridian Waste
Oriole Landscaping Inc.
Peebles Golf Cars
Play RVA
S.B. Cox Ready Mix Inc.
Seibert's Towing
Slurry Pavers, Inc.
The Brothers that just do Gutters

Other Supporters

Asplundh Tree Expert, LLC
Atlantic Bulk Carrier
Dominion Energy
GRTC
Henrico Co. Paint Truck
Hospital to Home, LLC
James River Printing, LLC

Activity Vendors

AAA Club Alliance
Globe Life Liberty National Richmond Agency
Mathnasium of Tuckahoe
Richmond Kickers
Romp n' Roll
The Brothers that just do Gutters
The Bunny Hive
VCU School of Pharmacy
Virginia Green
Whole Heart Space

Nonprofits, Government Agencies, & School Partners

Chesterfield County Police Department
Richmond Ambulance Authority
Richmond City Sheriff's Department
Richmond Police Department
St. Andrew's School
The Rolling Rack
VCU Police Department
Virginia Department of Forestry
Virginia State Police

SATURDAY, OCTOBER 5, 2024 | 9:00 AM - 3:00 PM



JUNIOR LEAGUE RICHMOND

**WHEN YOU SUPPORT TOUCH A TRUCK
YOU SUPPORT AN AMAZING NONPROFIT,
THE JUNIOR LEAGUE OF RICHMOND.**



The Junior League of Richmond is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

The Junior League of Richmond is an inclusive group of informed thought leaders intentionally serving and empowering women, youth, and families for collective impact through collaboration and advocacy.

The focus area of the Junior League of Richmond is women helping women within the greater Richmond community.

*The Junior League of Richmond is a 501(c)(3) nonprofit organization.
Tax ID # 54-0519575*

SATURDAY, OCTOBER 5, 2024 | 9:00 AM - 3:00 PM



JUNIOR LEAGUE **RICHMOND**

FUN FOR EVERYONE!

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. There will be lots of entertainment and activities for the whole family to enjoy!

OVER 5,000 ATTENDEES IN 2023

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 \$70,000 RAISED IN 2023

Last year's event raised over \$70,000 to support the mission of the Junior League of Richmond. The funds raised go towards the Junior League of Richmond's mission and community programs that are focused on "Women Helping Women" within the greater Richmond community.

SATURDAY, OCTOBER 5, 2024 | 9:00 AM - 3:00 PM

EVENT OVERVIEW

The Junior League of Richmond looks forward to your participation in the 19th Annual Touch a Truck event on Saturday, October 5, 2024.



- **Tickets**

- **VIP**

- 9:00 AM to 10:00 AM – 900 people anticipated!
- Pre-sale only: Individual \$17 | Family Four Pack: \$60

- **General Admission**

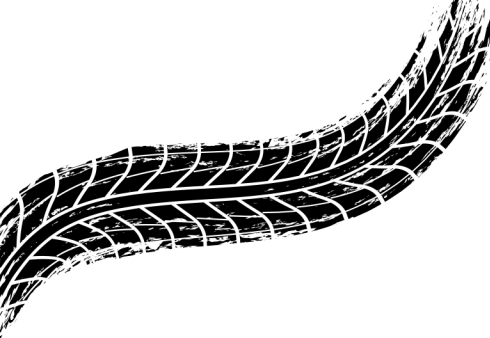
- 10:00 AM to 3:00 PM – 5,000 people anticipated!
- Pre-sale: Individual \$12 | Family Four Pack \$42
- At the door: Individual \$12

- **Additional Information**

- Children under 1 are free
- Tickets go on sale Friday, July 26, 2024

- Vehicle space assignments are determined on site by the Junior League of Richmond. \$10,000 and \$5,000 sponsors receive premium truck parking by the event entrance. Vehicles are located on gravel driveway or grass parking.
- Breakfast, lunch, and afternoon snacks are provided to two 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 6, 2024 on your Commitment Form.
- Wireless internet access is not available at the event venue. Service is not guaranteed by the Junior League of Richmond.

SATURDAY, OCTOBER 5, 2024 | 9:00 AM - 3:00 PM



YOUR SPONSORSHIP OF TOUCH A TRUCK COMES WITH A VARIETY OF BENEFITS AND IS THE PERFECT OPPORTUNITY TO SHOWCASE YOUR BRAND.



BULLDOZER/PRESENTING SPONSORSHIP

BENEFITS INCLUDE

- 30 General Admission Tickets
- Presenting sponsor designation on all materials
- Premium truck parking at the event entrance!
- Your company logo on marketing materials (posters, flyers, digital billboard, press releases, and other applicable media)
- Your company logo on the Touch a Truck website and emails
- Your company logo in social posts - over 8,300 followers across 7 platforms
- Designated social media feature
- 1 table provided for event publicity/signage
- Recognition in the Junior League of Richmond Annual Report
- Invitation to the Donor Party



SATURDAY, OCTOBER 5, 2024 | 9:00 AM - 3:00 PM

TRACTOR TRAILER SPONSORSHIP

- 15 General Admission Tickets
- Premium truck parking at the event entrance
- Your company logo on marketing materials (posters, flyers, press releases, and other applicable media)
- Your company logo on the Touch a Truck website and emails
- Designated social media feature
- 1 table provided for event publicity/signage
- Recognition in the Junior League of Richmond Annual Report
- Invitation to the Donor Party

EXCAVATOR SPONSORSHIP

- 12 General Admission Tickets
- Your company logo on marketing materials (posters, flyers, and other applicable media)
- Your company logo on the Touch a Truck website and emails
- Designated social media feature
- 1 table provided for event publicity/signage
- Recognition in the Junior League of Richmond Annual Report
- Invitation to the Donor Party

CAR CARRIER SPONSORSHIP

- 10 General Admission Tickets
- Your company logo on the Touch a Truck website and emails
- Designated social media feature
- 1 table provided for event publicity/signage
- Recognition in the Junior League of Richmond Annual Report
- Invitation to the Donor Party

TOW TRUCK SPONSORSHIP

- 5 General Admission Tickets
- Your company logo on the Touch a Truck website and emails
- 1 table provided for event publicity/signage
- Recognition in the Junior League of Richmond Annual Report
- Invitation to the Donor Party

SATURDAY, OCTOBER 5, 2024 | 9:00 AM - 3:00 PM

MEDIA PARTNER

- 2 General Admission Tickets
- Your company logo on marketing materials (posters, flyers, press releases, and other applicable media)
- Your company logo on the Touch a Truck website and emails
- Designated social media feature
- 1 table provided for event publicity/signage
- Recognition in the Junior League of Richmond Annual Report
- Invitation to the Donor Party

ACTIVITY VENDOR

- 2 General Admission Tickets
- Your company logo on the Touch a Truck website
- 1 table provided for event publicity/signage

NONPROFIT, SCHOOL, OR GOVERNMENT AGENCY

- 2 General Admission Tickets
- Your company logo on the Touch a Truck website
- 1 table provided for event publicity/signage

VEHICLE PARTICIPANT

- 2 General Admission Tickets
- 1 table provided for event publicity/signage

Being a vehicle participant is FREE.

If you are interested in only bringing a vehicle to the event, you are encouraged to complete the Commitment Form. This will help us prepare for the total number of trucks coming and help allocate the proper amount of spaces needed the day of the event. You will also have the added benefits of your company logo listed on the Touch a Truck website and receiving 2 complimentary General Admission tickets to the event!

If you are a paid sponsor, activity vendor, or a nonprofit, school, or government agency, the benefit of bringing vehicles to the event and having a space is automatically included in your sponsorship package.

SATURDAY, OCTOBER 5, 2024 | 9:00 AM - 3:00 PM

EVENT GUIDELINES & DETAILS



VEHICLE PARTICIPATION GUIDELINES

- Submission of the (1) *Commitment Form*, (2) *Certificate of Insurance*, and (3) *Letter of Agreement* are required prior to the event for participation. *Government vehicles need to only submit the Commitment Form.*
- There is *no limit to the amount of vehicles a participant can bring* as long as the below guidelines are followed.
- One adult representative must be present during the event to supervise the vehicle(s) between the hours of **9:00 AM to 3:00 PM on Saturday, October 5, 2024**. 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. The Junior League of Richmond 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 the Junior League of Richmond 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 6:00 AM through 7:30 AM** 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 3:00 PM** unless otherwise agreed to in advance by the Junior League of Richmond. **Advanced vehicle parking will be on Friday, October 4 from 12:00 PM to 5:00 PM.**
- 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, please return the Commitment Form and full payment by September 6, 2024.
- 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. The Junior League of Richmond shall not be held responsible for any loss or damage to vendor property.
- *Sponsors grant permission to the Junior League of Richmond 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 the Junior League of Richmond.*
- The 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.



SATURDAY, OCTOBER 5, 2024 | 9:00 AM - 3:00 PM



TOUCH A TRUCK COMMITMENT FORM

Please indicate your sponsorship level below and provide all requested information no later than **September 6, 2024** to ensure receipt of benefits related to pre-event marketing.

Please note: Sponsors will not receive sponsorship benefits until full payment has been received.

Once your Commitment Form is received, the Billing Contact listed below will be sent a follow-up email with sponsorship payment options. Thank you!

Sponsorship Levels

- \$10,000 Bulldozer
- \$5,000 Tractor Trailer
- \$2,500 Excavator
- \$1,000 Car Carrier
- \$500 Tow Truck

Vendor Levels

- Media Partner
- \$125 Activity Vendor
- \$0 Vehicle Participant
- \$0 Nonprofit, School, or Government Agency
- Other (please fill out additional details)

Additional Amenities

- \$55 Tent # of Tents
- \$15 6-ft. Table # of Tables
- \$50 Electrical Hook-Up (Advance)
- \$95 Electrical Hook-Up (Week of)

Sponsor Recognition Name

Contact Name

Contact Title

Address Line 1

Address Line 2

City, State, Zip

Phone Number

Contact Email

Website

Instagram

of Vehicles

Additional Details

Billing Name

Contact Title

Billing Address

Billing Line 2

City, State, Zip

Phone Number

Billing Email

Facebook

Preferred set up day: Friday, 12-5 PM Saturday, 6-7:30 AM

(type of vehicle(s) you expect to bring, media, in-kind donation information, activity, performance, etc. or if you selected "other")



Please email completed form to:

hq@jlrichmond.org

Please email logos to:

communications@jlrichmond.org

For more information, contact:

Zoe Raine, Touch a Truck Chair

touchatruck@jlrichmond.org

SATURDAY, OCTOBER 5, 2024 | 9:00 AM - 3:00 PM