The Junior League of Richmond's
15th Annual Touch a Truck

Saturday, October 17, 2020
9:30am to 6:00pm
Richmond Raceway
Rain or Shine

This year only...
DRIVE THRU Event Format

JUNIOR LEAGUE OF RICHMOND
Thank you to our 2019 Sponsors

Tractor Trailer Sponsors ($5,000)
- Childrens Hospital of Richmond at VCU
- UPS

Excavator Sponsors ($2,500)
- AmeriGas
- J.R. Caskey Site Development
- Queen of Virginia Skill & Entertainment
- Vulcan Materials
- Woodfin

Car Carrier Sponsors ($1,000)
- CSX
- Infrastructure Solutions Group
- Waste Management
- Wegmans
- WO Grubb Crane Rental
- Quarles Petroleum

Tow Truck Sponsors ($500)
- Allan Myers VA, Inc.
- Atlantic Bulk Carrier
- Build Your Future Virginia
- Capital Interior Contractors
- CarMax
- Columbia Gas of Virginia
- Eagle Construction
- Horsey Orthodontics
- James River Equipment
- KidMed Urgent Pediatric Care
- Magnolia Creek Golf Club
- Oriole Landscaping
- Publix
- Republic Services
- RJ Smith Companies
- S.B. Cox Ready Mix
- Seibert’s Towing
- USA Iron and Metal
- The Brothers That Just Do Gutters
- Timmons Group
- Topgolf Richmond
ABOUT DRIVE THRU TOUCH A TRUCK

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! Drive Thru format will keep children safe while learning about the vehicles that help build, protect, and serve our community. Food, drinks, and photo opportunities 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 $50,000 RAISED IN 2019

Last year’s event raised over $50,000 to support such programs as Literacy through Art Outreach, Kids in the Kitchen, Professional Exploration Program, and support training and development opportunities for women leaders in our community.
# Sponsorship & Vendor Benefits

**Drive Thru Touch a Truck, October 17, 2020**

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<thead>
<tr>
<th>Benefits</th>
<th>$10,000</th>
<th>$5,000</th>
<th>$2,500</th>
<th>$1,000</th>
<th>$500</th>
<th>Non-Profit</th>
<th>Vendor</th>
<th>Media Partner</th>
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DRIVE THRU EVENT GUIDELINES

The Junior League of Richmond looks forward to your participation in the DRIVE THRU Touch a Truck event on October 17, 2020.

• Drive Thru event hours: 9:30am - 6:00pm
• Drive Thru event format with advanced ticketed time slots.
• Vehicle space assignments are determined on site by the Junior League of Richmond (JLR). Vehicles will be located on gravel parking lot.
• Breakfast, lunch, and afternoon snacks are provided to 2 Vehicle attendants per Vehicle.
• Tables/chairs and tents are available for rent. We ask that you reserve these items by September 17, 2020 on your Commitment Form. Electricity hook-ups are not available in this year’s lot. If electricity is needed for set-up, participant must utilize their own generator.
• 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 is recommended, but not required, to be present during the event to display the Vehicle(s) between the hours of 9:30am to 6:00pm on October 17, 2020. Participants should provide a brief video with a demonstration and description of the Vehicle(s) as well as a ‘fun fact’ relating to the Vehicle(s) for the kids to be compiled into a multimedia presentation and used as a guided tour as participants move throughout the event.
• 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 8:00am 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 6:00pm on Saturday, October 17, 2020 unless otherwise agreed to in advance by JLR.

SPONSOR DETAILS

• To guarantee listing in pre-event marketing materials, return Commitment Form & payment by September 17, 2020.
• If applicable to your sponsorship package, JLR will contact you in advance regarding event tickets for your guests.
• Sponsors may bring banners, signage, and decorations to promote their business. Promotional materials and give-aways appropriate for children 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.

Due to the changing circumstances around COVID-19, additional details will be provided upon receipt of Commitment Form.
Please indicate your sponsorship level below and provide all requested information no later than September 17, 2020 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
- $10,000 Bulldozer/Presenting
- $5,000 Tractor Trailer
- $2,500 Excavator
- $1,000 Car Carrier
- $500 Tow Truck
- Non-Profit

Total Contribution

Sponsor Name

Contact Person

Contact Title

Address

Phone Number

Email

Website

Facebook Page

Twitter/Instagram

Description of Offering (vehicle, menu, etc.)

Additional Amenities
- $45 Tent
- $10 6 Ft. Table
- Media Partnership
- In-Kind Donation
- 1/2 Page Ad $200
- 1/4 Page Ad $125

Coloring Book Ads

For more information, contact:
Catherine Baber, Touch a Truck Chair
touchatruck@jlrichmond.org
804.250.5450 Fax: 804.643.4887

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

Check  Invoice  Credit Card

Please return form with payment to:
Junior League of Richmond
2605 W. Cary Street, Richmond, VA 23220

www.richmondtouchatruck.org