

# **The Junior League of Richmond's 17th Annual Touch a Truck**

**Saturday, October 15, 2022**

**Richmond Raceway**

**9:00am to 3:00pm**

**Rain or Shine**



**CLIMB. EXPLORE. LEARN. TOUCH!**



**JUNIOR LEAGUE OF  
RICHMOND**



# THANK YOU TO OUR 2021 TOUCH A TRUCK SPONSORS

## **Bulldozer/Presenting Sponsor (\$10,000)**

St. Christopher's School

## **Tractor Trailer Sponsor (\$5,000)**

VCU Health

## **Bucket Truck Sponsors (\$3,000+)**

CarMax

Sunbelt Rentals

## **Excavator Sponsors (\$2,500)**

Vulcan Materials

Woodfin

## **Car Carrier Sponsors (\$1,000)**

Entec Systems

Patient First

Penske

Publix

Quarles

Waste Management

Wegmans

## **Tow Truck Sponsors (\$500)**

Bartlett Tree Experts

CSE, Inc

Oriole Landscaping

Peebles Golf Cars

S.B. Cox Ready Mix

Wawa

Welton Motor Freight

## **In Kind Event Partners**

Chick-fil-A

Genia Williams

James River Printing

Papa Johns

Richmond Family Magazine

WTVR-CBS6

2021 was a spectacular year and we were so happy to be back on the trucks in-person! This would not have been possible without the support of our sponsors, community organizations, and event partners. Thank you for a great year!



**JUNIOR LEAGUE OF  
RICHMOND**

# ABOUT TOUCH A TRUCK



## 17th ANNUAL

### FAMILY FUN EVENT

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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 4,000

### ATTENDEES IN 2021

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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 2021















































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Last year's event raised over \$50,000 to support the mission of the Junior League of Richmond. In 2021, the Junior League of Richmond launched a number of new community programs focused on "Women Helping Women" in the Richmond community.



# SPONSORSHIP & VENDOR BENEFITS

17TH ANNUAL TOUCH A TRUCK - OCTOBER 15, 2022

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

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## **The Junior League of Richmond looks forward to your participation in the 17th Annual Touch a Truck event on October 15, 2022.**

- 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 15, 2022 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 15, 2022. 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, save 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 on Friday, October 14 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 15, 2022.
  - 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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# 17th Annual Touch a Truck Commitment Form

October 15, 2022  
Richmond Raceway  
Rain or Shine

Please indicate your sponsorship level below and provide all requested information no later than September 15, 2022 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](mailto:touchatruck@jlrichmond.org) to receive the link to the online form.**

## Sponsorship & Participation Levels

- ☐ \$10,000
- ☐ \$5,000
- ☐ \$2,500
- ☐ \$1,000
- ☐ \$500

## Additional Amenities

- ☐ \$125 Activity Vendor
- ☐ Media Partnership
- ☐ In-Kind Donation
- ☐ Non-Profit
- ☐ \$50 Tent
- ☐ \$45 Electrical Hook-Up (Advance)
- ☐ \$90 Electrical Hook-Up (Week of)
- ☐ \$10.25 6 Ft. Table

**Total Contribution**

**Sponsor Name**

**Contact Person**

**Billing Contact**

**Contact Title**

**Contact Title**

**Address**

**Billing Address**

**City, State, Zip**

**City, State, Zip**

**Phone Number**

**Phone Number**

**Contact Email**

**Billing Email**

**Website**

**Facebook**

**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 check here if so. ☐

**Name on Card**

**Card Number**

**Exp. Date**

**CVV**

**Zip Code**

**Please return form with payment to:**

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

**For more information, contact:**

Cortne Lanier, Chair  
[touchatruck@jlrichmond.org](mailto:touchatruck@jlrichmond.org)

**Email all logos to:**

[communications@jlrichmond.org](mailto:communications@jlrichmond.org)  
JLR HQ: 804.643.4886

[www.richmondtouchatruck.org](http://www.richmondtouchatruck.org)