



JUNIOR LEAGUE
RICHMOND

SPONSORSHIP GUIDE

2026-2027



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ABOUT THE JLR

OUR MISSION

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.

OUR VISION

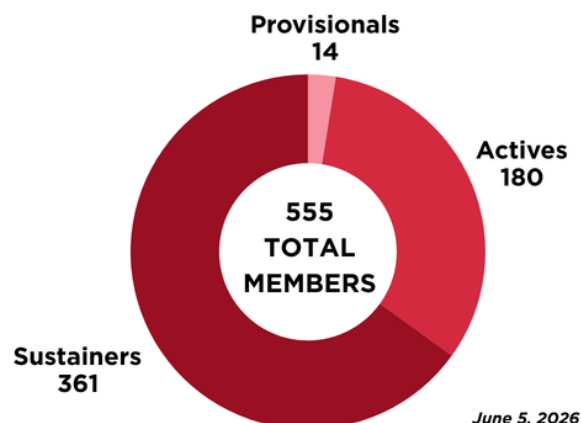
The Junior League of Richmond is an inclusive group of informed thought leaders intentionally serving and empowering women, youth, and families, striving for collective impact through collaboration and advocacy.

COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, & BELONGING

The Junior League of Richmond actively embraces women of various backgrounds through acceptance of individual experiences and encourages growth through our mission.

JLR BY THE NUMBERS

Established in 1926, the Junior League of Richmond has provided a supportive environment for women in the Greater Richmond area to come together and promote volunteerism in the community. The League provides its members with the opportunity to be a part of something greater than themselves as well as encouraging personal growth and leadership skills.



COMMUNITY IMPACT

OUR PARTNERS



For a complete list of partners, please visit www.jlrichmond.org/partners/

2025-2026 PROJECTS & INVOLVEMENTS

- Partnered with **27** organizations which helped over **375** individuals for over **1,220** volunteer hours
- Collected **1,655** diapers and pull ups for Little Hands Virginia
- Packed **200+** hygiene items for Dignity Grows Hope in a Backpack Initiative
- Collected **142** children's books for Family Lifeline
- Celebrating **100 years** of service in the community in 2026!

SPONSORSHIP OPPORTUNITIES

TOUCH A TRUCK



Touch a Truck is an annual family-friendly event hosted by the Junior League of Richmond. This event brings together businesses, nonprofit organizations, and government agencies to collaborate in a unique and engaging way. These groups actively participate by showcasing vehicles and providing team representatives, creating an interactive experience where children and families from the Greater Richmond area can explore, learn, and have fun. Thanks to the support of these community partners, Touch a Truck offers an exciting event that delights kids and kids at heart alike.

GIVING DAY



The Junior League of Richmond's Giving Day supports our community programming and continued service to the greater Richmond area. This is a day of fundraising where sponsors, individual donors, and League members come together to show their financial support. Giving Day brings together supporters of the League and helps to ensure the continued growth and success of the Junior League of Richmond.

BOOK & AUTHOR



First started in 1947, the Junior League of Richmond's Book & Author event celebrates the love of reading and the tradition of writing through the longest running event of its kind in the country. Bringing the best and brightest of the literary world to Richmond every year, Book & Author draws a crowd both near and far from Richmond to learn about authors' creative processes, inspirations, and their latest bestsellers. Hosted with both in-person and virtual attendee options, this event invites the entire Richmond community and beyond to gather together through their love of reading, all while supporting the League's work through community programs addressing housing insecurity, food insecurity, access to affordable clothing, literacy, and professional development.

SPONSORSHIP OVERVIEW

SPONSOR BENEFITS

As a sponsor of your selected event, you:

- Gain visibility for your business among our membership
- Position your business as a preferred partner for the Junior League of Richmond
- Create meaningful engagement with our members through digital, social, and event integration
- Enjoy opportunities only available to participating sponsors

SPONSORSHIP TIERS

There are various sponsorship levels that offer a wide range of recognition and engagement opportunities. Along with the general benefits outlined below, sponsors will also enjoy event-specific perks tailored to the event their company selects to support.

Please note that providing event tickets as part of sponsorship benefits affects the tax deductibility of your contribution. Sponsors may waive event tickets if they wish for their full donation to remain tax deductible.

	FRIEND \$500	CHAMPION \$1,000	ADVOCATE \$2,500	BENEFACTOR \$5,000	PREMIERE \$10,000	PRESENTING \$15,000
Event-specific sponsorship benefits	●	●	●	●	●	●
Recognition in the League Annual Report	●	●	●	●	●	●
Hyperlinked logo on event webpage	●	●	●	●	●	●
Logo on event emails	●	●	●	●	●	●
Day-of event publicity	●	●	●	●	●	●
Custom social media post		●	●	●	●	●
Invitation to event specific reception		●	●	●	●	●
Logo on marketing materials			●	●	●	●
Sponsor spotlight video on social media				●	●	●
Premium featuring during event					●	●
Presenting designation on all materials						●

EVENT-SPECIFIC BENEFITS

TOUCH A TRUCK SPONSOR BENEFITS

- A complete list of all the benefits for each sponsorship level can be found in the General Sponsor Benefits Table.
- Additional Touch a Truck sponsor benefits vary, as detailed below.

GOVERNMENT, NONPROFIT, SCHOOL OR PAID ACTIVITY VENDOR

- 2 VIP admission tickets
- 1 table for exhibit space at event

\$500 FRIEND

- 5 VIP admission tickets
- 1 table for exhibit space at event

\$1,000 CHAMPION

- 10 VIP admission tickets
- 1 table for exhibit space at event

\$2,500 ADVOCATE

- 15 VIP admission tickets
- 1 table for exhibit space at event

\$5,000 BENEFACTOR

- 20 VIP admission tickets
- 1 table for exhibit space at event

\$10,000 PREMIERE

- 25 VIP admission tickets
- 1 table for exhibit space at event
- Premium truck parking at event entrance

\$15,000 PRESENTING

- 30 VIP admission tickets
- 1 table for exhibit space at event
- Premium truck parking at event entrance



EVENT GUIDELINES & DETAILS

GENERAL SPONSOR DETAILS

- To guarantee listing in pre-event marketing materials, please return the Commitment Form and full payment one month prior to the selected event. Sponsors will not receive full sponsorship benefits until after payment has been received by the JLR.
- If applicable to your sponsorship package, tickets to the event will be held at will call for your guests.
- **Touch a Truck Sponsors:** 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.
- Additional details will be communicated directly with sponsors.
- *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.*

TOUCH A TRUCK 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 2:00 PM** on the day of the event. 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, save 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.
- 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.
- Vehicle participants must **arrive on day of the event 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 2:00 PM** unless otherwise agreed to in advance by the Junior League of Richmond. **Advanced vehicle parking will be the Friday prior to the event from 12:00 PM to 4:00 PM.**
- Vehicle participants will comply with a **No Horn Policy during Silent Hour**. Touch a Truck is marketed as an inclusive event for all children and attendees. As such, vehicle horns and/or sirens shall be disabled to prevent startling noise.



TOUCH A TRUCK COMMITMENT FORM

Sponsorship Levels

- ☐ \$500 Friend
- ☐ \$1,000 Champion
- ☐ \$2,500 Advocate
- ☐ \$5,000 Benefactor
- ☐ \$10,000 Premiere
- ☐ \$15,000+ Presenting

Vendor Levels

- ☐ Media Partner
- ☐ \$125 Activity Vendor
- ☐ Government Agency
- ☐ Nonprofit
- ☐ School

Additional Amenities

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

*Government Agencies, Nonprofits, and Schools are considered
Vehicle Participants and vendor costs are waived.*

Sponsor Information

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, 12-4 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")

If completing form online, please attach logo here:

Otherwise, email completed form and logo to: hq@jlrichmond.org



Please check this box if you would like to waive receiving event tickets, allowing your full donation to remain tax-deductible.

Please note: Sponsors will receive full benefits once payment is received.

Once your Commitment Form is received, the Billing Contact listed above will be sent a follow-up email for the selected sponsorship amount. Thank you!



**JUNIOR LEAGUE
RICHMOND**

Junior League of Richmond is a 501(c)(3) tax-exempt charitable organization, as recognized by the Internal Revenue Service. Our Federal Tax ID is #54-0519575.

CONTACT US



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www.jlrichmond.org



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For general inquiries, please email:
funddevelopment@jlrichmond.org

