



Junior League of Baton Rouge  
9523 Fenway Avenue  
Baton Rouge, LA 70809  
Phone: (225) 924-0298  
Tax ID: 72.0471493

Dear potential sponsor,

The Junior League of Baton Rouge is excited to announce that our highly anticipated children's event is rolling back into Baton Rouge in 2021!

Touch A Truck is a family-friendly event hosted by Junior Leagues across the nation, and on April 17, 2021, the Junior League of Baton Rouge will bring the Sixth Annual Touch A Truck to BREC's Fairgrounds at Airline Highway Park from 9:00 a.m. to 3:00 p.m. rain or shine!

For the health and safety of our community, our sixth annual Touch A Truck event will be a drive-thru where children and families will experience vehicles of all types: construction, public service, emergency, utility, landscaping, transportation, delivery, and more. Children will survey their favorite vehicles, learn about the importance of safety, and spot the men and women who serve and protect our community. Children who are sensitive to noise can enjoy Quiet Hours from 9:00 a.m. to 11:00 a.m. Kid-friendly activities and snack packs will make this event a perfect outing for the entire family.

The Junior League of Baton Rouge is a 501(c)(3) organization and has served the Baton Rouge community for 89 years. Funds raised through Touch A Truck support our mission to promote voluntarism, develop the potential of women, and improve our community through the Junior League of Baton Rouge's community projects. We could not accomplish this without your help, which allows us to continue to enhance the quality of life in the areas of health, education, and cultural development throughout our community.

Touch A Truck 2021 will offer all sponsors the following benefits: pre-event marketing, day-of event signage, day of event promotion during announcements, and complimentary event tickets. Please refer to the Touch A Truck 2021 Brochure for more information on Sponsorship Levels.

For more information on becoming a Touch A Truck 2021 Sponsor, please send an email to the Touch A Truck Team at [touchatruck@juniorleaguebr.org](mailto:touchatruck@juniorleaguebr.org). To learn more about the Junior League of Baton Rouge, please visit [www.juniorleaguebr.org](http://www.juniorleaguebr.org). Thank you for your continued support.

Sincerely,

Jasmin Johnson  
Touch A Truck 2021 Chairman



APRIL 17, 2021

TOUCHATRUCKBR.ORG

## COMMUNITY PROJECTS

Visit [juniorleaguebr.org/community](http://juniorleaguebr.org/community) to learn more about our Community Projects!

Kids in the Kitchen | Patient Activity Days | Diaper Bank | Ready Hands | Painted Playground | Family Resource Center | StoryTime in the Garden

## BE SEEN AT TOUCH A TRUCK

### THE BIG RIG \$10,000 (2 AVAILABLE)

As The Big Rig Sponsor, you will be the Presenting Sponsor. Your company logo will be prominently displayed at the main stage and included on gate signage used at event entrances. Your name will be used in all references to Touch A Truck as the "Presenting Sponsor" of the event. Company logo will be used in social media marketing as well as in post-event community thank you media.

INCLUDES THE BIG RIG LEVEL BENEFITS

### EVENT BAG \$7,500 (1 AVAILABLE)

As the Event Bag Sponsor, you will have the option of donating 5,000 bags with your Company logo to be distributed to the attendees of all Touch A Truck events, including the day of, or providing a monetary cash donation that will be used to purchase the swag bags with your company's logo on them. Company logo will be used in social media marketing as well as in post-event community thank you media.

INCLUDES THE EXCAVATOR LEVEL BENEFITS

### TRANSPORTATION \$7,500 (1 AVAILABLE)

As the Transportation Sponsor, your name will be prominently displayed on all transportation vehicles used during the event. Company logo will be used in social media marketing as well as in post-event community thank you media.

INCLUDES THE EXCAVATOR LEVEL BENEFITS

### EVENT MAP \$5,000 (1 AVAILABLE)

As the Transportation Sponsor, your name will be prominently displayed on all transportation vehicles used during the event. Company logo will be used in social media marketing as well as in post-event community thank you media.

INCLUDES THE CEMENT MIXER LEVEL BENEFITS

### TICKETS & INSURANCE \$5,000 (1 AVAILABLE)

As the Ticket & Insurance Sponsor, your company's logo will be featured on all printed tickets for the event. Company logo will be used in social media marketing as well as in post-event community thank you media.

INCLUDES THE CEMENT MIXER LEVEL BENEFITS

### COMMUNITY ZONE \$5,000 (1 AVAILABLE)

As the Community Zone Sponsor, you will have prominent signage in front of a designated area at the event. Your name will be used in all references to the Community Zone as "Your Company Name" Community Zone. Company logo will be used in social media marketing as well as in post-event community thank you media.

INCLUDES THE CEMENT MIXER LEVEL BENEFITS

### DIG ZONE \$5,000 (1 AVAILABLE)

As the Dig Zone Sponsor, you will have prominent signage in front of a designated area at the event. Your name will be used in all references to the Dig Zone as "Your Company Name" Dig Zone. Company logo will be used in social media marketing as well as in post-event community thank you media.

INCLUDES THE CEMENT MIXER LEVEL BENEFITS

### EXHIBITOR ZONE \$2,500 (MULTIPLE AVAILABLE)

As an Exhibitor Zone Sponsor, you will have prominent signage at a designated area at the event. Your name will be used in all references to the Exhibitor Zone as "Your Company Name" Zone. Company name will be used in social media marketing as well as in post-event community thank you media.

INCLUDES THE FRONT END LOADER LEVEL BENEFITS

### GRUB ZONE \$2,500 (MULTIPLE AVAILABLE)

As the Grub Zone Sponsor, you will have prominent signage at the food court at the event. Your name will be used in all references to the Grub Zone as "Your Company Name" Grub Zone. Company name will be used in social media marketing as well as in post-event community thank you media.

INCLUDES THE FRONT END LOADER LEVEL BENEFITS

### QUIET HOURS \$2,500 (1 AVAILABLE)

As the Quiet Hours Sponsor, you will have prominent signage during Quiet Hours at Touch A Truck. Your name will be used in all references to Quiet Hours as "Your Company Name" Quiet Hours. Company name will be used in social media marketing as well as in post-event community thank you media.

INCLUDES THE FRONT LOADER LEVEL BENEFITS

### TECHNOLOGY \$2,500 (1 AVAILABLE)

As the Technology Sponsor, your name will be used in all references to Technology as "Your Company Name" Technology Sponsor. Company name will be used in social media marketing as well as in post-event community thank you media.

INCLUDES THE FRONT LOADER LEVEL BENEFITS

## SPONSORSHIP LEVELS

		PRINT/ SOCIAL ADS	PRESS RELEASE	LOGO ON EVENT MAP	CUSTOMIZED COLORING SHEET	SIGNAGE AT EVENT	TICKETS
THE BIG RIG	\$10,000						32
THE DREDGER	\$7,500+						26
EXCAVATOR	\$7,500						20
CEMENT MIXER	\$5,000						16
FRONT END LOADER	\$2,500						12
BUCKET TRUCK	\$1,000						8
BACK HOE	\$500						4
TOW TRUCK	\$250						2



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## In-Kind Donation Commitment Form

Thank you for supporting this year's Touch A Truck event through in-kind donation. In addition to event sponsorships, our committee relies on opportunities for in-kind support to help offset event expenses and help us raise funds to support the many community projects we offer through the Junior League of Baton Rouge. Please provide all requested information no later than March 18, 2021 to ensure receipt of benefits related to pre-event marketing.

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Social Media: \_\_\_\_\_

Day of Contact and Phone: \_\_\_\_\_

Description of Item(s) to be donated to event (type of service, demonstration, etc.): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Declared Value of Donation: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I am a member of Associated Builders & Contractors Inc.

**Please send completed paperwork via:**

**Email:** touchatruck@juniorleaguebr.org

**Fax:** (225) 927-2547

**Mail:** Junior League of Baton Rouge, ATTN: Touch A Truck, 9523 Fenway Avenue, Baton Rouge, LA 70809