



TOUCH A TRUCK 2024

MARCH 23, 2024

BREC FAIRGROUNDS • 9 AM-3 PM

**EVERYTHING
YOU DIG ABOUT TRUCKS!**

Your favorite hands-on experience, with big trucks and heavy equipment, to support the Junior League of Baton Rouge's community programs and mission-based initiatives.

2024 TOUCH A TRUCK SPONSOR & DONOR BROCHURE



Touch a truck is a signature fundraiser of the Junior League of Baton Rouge, proud to be celebrating nine years of hands-on with real trucks!














Each ticket includes everything you DIG about trucks and other exciting vehicles! Main attractions include the Dig Zone, petting zoo, a scavenger hunt, and the hands-on experience with big trucks, heavy equipment, and emergency vehicles that we have grown to love.



LEVELS & BENEFITS

Sponsorship Levels

All sponsorships include special recognition on the Junior League of Baton Rouge's website. Company name and/or logo will be used alongside any promotion of exclusive sponsorship opportunities.

DONOR BENEFITS LEVEL	DONATION AMOUNT	PRESS RELEASE	EVENT SIGNAGE	SOCIAL & MARKETING	EXHIBITOR POSITIONS	TICKETS
DREDGER	\$10,000				4	26
EXCAVATOR	\$7,500				3	20
CEMENT MIXER	\$5,000				2	16
FRONT END LOADER	\$2,500				1	12
BUCKET TRUCK	\$1,000					8
BACK HOE	\$500					4
TOW TRUCK	\$250					2

In-kind sponsorships are available across all donor benefit levels and are valued on an individual basis.

SPECIAL SPONSORSHIP LEVELS

Be Seen at Touch a Truck!

EVENT MAP SPONSOR • \$10,000

As the Event Map Sponsor, you will have your logo prominently displayed on the event map. **Includes Dredger Benefits.**

BAG SPONSOR • \$7,500

As the Bag Sponsor, you will have 5,000 bags with your logo distributed to the attendees of all events. Available as in-kind for donation of event logo bags. **Includes Excavator Benefits.**

HARD HAT SPONSOR • \$7,500

As the Hard Hat Sponsor, your logo will be prominently displayed on 5,000 hard hats distributed to attendees during the event. **Includes Excavator Benefits.**

RAFFLE SPONSOR • \$7,500

As the Raffle Sponsor, you will have prominent signage at a designated area at the event. Your name will be used in all references to the Raffle as the named sponsor for the 2024 Disney Gift Card Raffle. **Includes Excavator Benefits.**

TICKET SPONSOR • \$5,000

As the Ticket Sponsor, your company's logo will be featured on all admission tickets for the event. **Includes Cement Mixer Benefits.**

WRISTBAND SPONSOR • \$5,000

As the Wrist Band Sponsor, you will have your logo or company name on all attendee wristbands. **Includes Cement Mixer Benefits.**

STAGE SPONSOR • \$5,000

As the Stage Sponsor, your logo will be prominently displayed on the event stage. **Includes Cement Mixer Benefits.**

QUIET HOURS SPONSOR • \$2,500

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 the named sponsor. **Includes Front End Loader Benefits.**

TECHNOLOGY SPONSOR • \$2,500

As the Technology Sponsor, your name or logo will be included on all event technology. **Includes Front End Loader Benefits.**

PIT STOP SPONSOR • \$2,500

As the Pit Stop Sponsor, your name or logo will be included at the pit stop. **Includes Front End Loader Benefits.**

EVENT ZONE SPONSORSHIPS

All zone sponsors receive prominent signage at a designated area at the event with name used in all references to the Zone as "Your Company Name" Zone.

COMMUNITY ZONE • \$5,000

Sponsorship of the JLBR community activities & special programming area. **Includes Cement Mixer Benefits.**

DIG ZONE • \$5,000

Sponsorship of the much-loved children's dig & play area. **Includes Cement Mixer Benefits.**

FIRST AID ZONE • \$5,000

Sponsorship of the centrally located first-aid tent. **Includes Cement Mixer Benefits.**

LOST & FOUND ZONE • \$2,500

Prominent signage at the Lost and Found at the event **Includes Front End Loader Benefits.**

VOLUNTEER ZONE • \$2,500

Sponsorship of the internal and external volunteer space, including pre-event date volunteer shifts. **Includes Front End Loader Benefits.**

CHECK IN ZONE(S) • \$2,500

Sponsorship with signage at one attendee entrance gate. **Includes Front End Loader Benefits.**

GRUB ZONE • \$2,500

Multiple sponsorship opportunities available. As the Grub Zone Sponsor, you will have prominent signage at the event. **Includes Front End Loader Benefits.**



100+ COMMUNITY PARTNERS

served in 2022-2023

1,500+ MEMBERS

members representing a wide range of communities, professions, and demographics from East Baton Rouge and the surrounding parishes

35,000+ VOLUNTEER HOURS

Volunteer Hours contributed through direct service, fundraising, and In-League placements

\$1 MILLION+

in financial and volunteer hour contributions to the Baton Rouge community each year

**FOR DONOR AND SPONSORSHIP INFORMATION, PLEASE CONTACT
TOUCHATRUCK@JUNIORLEAGUEBR.ORG OR LEARN MORE AT
TOUCHATRUCKBR.ORG.**

OUR WORK IN THE COMMUNITY

The **Community Assistance Fund** has provided more than \$1 million in micro-grants to enhance the quality of life in the areas of health, education, and cultural development.

The **JLBR Diaper Bank** provides hundreds of thousands of diapers to partner agencies impacting thousands of families in East Baton Rouge Parish.

The **JLBR Family Resource Center** provides families with health-related information, resources, and support after illness or injury at Our Lady of the Lake Children's Hospital.

Painted Playground works with elementary schools to design, schedule, and paint playgrounds with limited or no playground equipment.

Patient Activity Days assists in facilitating play activities for patients and families during their stays at Our Lady of the Lake Children's Hospital.

Ready Hands provides thousands of hours of community service by trained volunteers to nonprofits across the Baton Rouge area.

StoryTime in the Garden promotes the importance of early childhood literacy to more than 5,000 children and families through storytelling, crafts, and activities.



OUR MISSION

Junior League of Baton Rouge 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

Women as Catalysts for Lasting Community Change in the areas of Health, Education and Cultural Development.

CONNECT



Instagram
JUNIORLEAGUEBR



Facebook
JUNIORLEAGUEBR