



Junior League of New Orleans
TOUCH-A-TRUCK®

TOUCH-A-TRUCK® 2024 Sponsorship Benefits

The Junior League of New Orleans (JLNO) offers the following opportunities to sponsor TOUCH-A-TRUCK® – a unique event that allows families to get up close and personal with their favorite big trucks and heavy machinery, learning about how businesses protect, serve, and build our community. Proceeds from the event support JLNO's mission and community projects.

Explore! Honk! Play!

PRESENTING SPONSOR \$15,000

- Presenting Sponsor Designation as “Junior League of New Orleans TOUCH-A-TRUCK® presented by [Your Company Name]”
- Prominent business logo inclusion on hard hat
- Vehicle participation (if applicable) at event on Friday, November 1 and Saturday, November 2
- Table set-up on Saturday, November 2 with ability to show and/or sell goods or services
- Business logo and link on the TOUCH-A-TRUCK® website (<https://www.jlno.org/touch-a-truck>)
- 3 exclusive and 3 non-exclusive social media mentions on Facebook and Instagram
- Business logo on flyers, posters and remaining print advertisements
- Headlining name on signage at event
- Exclusive sponsor of event “Host Tent”
- Business logo listed on Event Map
- Business name in press releases
- Logo in JLNO emails marketing the event
- 60 tickets to the event (\$720 value)

HEAVY HAULER \$10,000

- Business logo inclusion on hard hat
- Vehicle participation (if applicable) at event on Friday, November 1 and Saturday, November 2
- Table set-up on Saturday, November 2 with ability to show and/or sell goods or services
- Business logo and link on the TOUCH-A-TRUCK® website (<https://www.jlno.org/touch-a-truck>)
- 2 exclusive and 2 non-exclusive social media mentions on Facebook and Instagram
- Business logo on flyers, posters and remaining print advertisements
- Prominent name on signage at event
- Exclusive sponsor of the “Color Wall”

4319 Carondelet Street • New Orleans, LA 70115 • 504-891-5845 • Fax: 504-897-9496 • www.jlno.org

The Junior League of New Orleans is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

- Business logo listed on Event Map
- Business name in press releases
- Logo in JLNO emails marketing the event
- 40 tickets to the event (\$480 value)

CRAWLER CRANE \$7,500

- Business logo inclusion on hard hat
- Vehicle participation (if applicable) at event on Friday, November 1 and Saturday, November 2
- Table set-up on Saturday, November 2 with ability to show and/or sell goods or services
- Business logo and link on the TOUCH-A-TRUCK® website (<https://www.jlno.org/touch-a-truck>)
- 1 exclusive and 2 non-exclusive social media mention on Facebook and Instagram
- Business logo on flyers, posters and remaining print advertisements
- Business name on signage at the event
- Sponsor of the “Face Painting Station”
- Business logo listed on Event Map
- Business name in press releases
- Logo in JLNO emails marketing the event
- 30 tickets to the event (\$360 value)

BULLDOZER \$5,000

- Vehicle participation (if applicable) at event on Friday, November 1 and Saturday, November 2
- Table set-up on Saturday, November 2 with ability to show and/or sell goods or services
- Business logo and link on the TOUCH-A-TRUCK® website (<https://www.jlno.org/touch-a-truck>)
- 1 exclusive and 1 non-exclusive social media mention on Facebook and Instagram
- Business logo on flyers, posters and remaining print advertisements
- Business name on signage at the event
- Business logo listed on Event Map
- Logo in JLNO emails marketing the event
- 20 tickets to the event (\$240 value)

ASPHALT PAVER \$2,500

- Vehicle participation (if applicable) at event on Friday, November 1 and Saturday, November 2
- Table set-up on Saturday, November 2 with ability to show and/or sell goods or services
- Business logo and link on the TOUCH-A-TRUCK® website (<https://www.jlno.org/touch-a-truck>)
- 2 non-exclusive social media mention on Facebook and Instagram
- Business name on signage at the event
- Business logo listed on Event Map
- 15 tickets to the event (\$180 value)

TRACTOR TRAILER \$1,000

- Vehicle participation (if applicable) at event on Friday, November 1 and Saturday, November 2
- Table set-up on Saturday, November 2 with ability to show and/or sell goods or services
- Business name & link on the TOUCH-A-TRUCK® website

<https://www.jlno.org/touch-a-truck>)

- 1 non-exclusive social media mention on Facebook and Instagram
- Business name on signage at the event
- Business name listed on Event Map
- 10 tickets to the event (\$120 value)

EXCAVATOR \$500

- Vehicle participation (if applicable) at event on Friday, November 1 and Saturday, November 2
- Business name and link on the TOUCH-A-TRUCK® website
<https://www.jlno.org/touch-a-truck>)
- Business name on signage at the event
- Business name listed on Event Map
- 5 tickets to the event (\$60 value)

Junior League Communications Platforms

JLNO utilizes a comprehensive marketing and communications plan with the following reach:

- Facebook followers: over 6,400
- Instagram followers: over 4,400
- Open rate on member emails: 57%
- Website visitors: over 2,300 per month
- TOUCH-A-TRUCK® ads featured in a variety of local media outlets - *St. Charles Avenue, Gambit, NOLA Moms, NOLA Family Magazine* and many more!
- Our host, the Pontchartrain Center, also helps promote ticket sales through its email list of 20,000 and exterior signage, thus increasing the overall event marketing.

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