



TOUCH A TRUCK

A highly popular family experience, the Junior League of New Orleans' (JLNO) Touch a Truck event is attended by over 2,400 visitors with nearly 60 supporting businesses and organizations. **Join us this year as we Explore! Honk! Play! on November 2, 2024 at the Pontchartrain Center for our 13th Touch a Truck!**

The purchase of a single ticket or group discount for a family provides children and adults an up-close look at their favorite “big trucks” and the opportunity to meet the people that protect, serve, and build South Louisiana. Displays include construction equipment, emergency responder vehicles, tractors, utility trucks, interactive displays and many more.

In addition to the ticketed event open to the public on Saturday, JLNO's Field Trip Friday program provides free entrance to over 900 students in under-served schools. Our sponsors make it possible for us to offer this educational opportunity.

EVENT DEMOGRAPHICS

A Touch a Truck sponsorship enables you to showcase your business and interact with key audiences such as:

- Children of all ages
- Parents and Guardians
- Educators
- Community Organizations
- Local business owners and leaders
- Government Officials including elected officials, emergency responders, and military personnel

Sponsors receive exposure prior to and during the event through hard hats, event signage, social media, JLNO's website, print advertising, and on-site tables. Our generous 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.

COMMUNITY IMPACT

All proceeds from JLNO events like Touch A Truck go directly towards supporting our mission to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training. Here is a glimpse of JLNO's community impact during the 2023-2024 year.

- JLNO's Bank served hundreds of families through the distribution of over 568,455 diapers, 170,400 period supplies, and 16,000 Adult Incontinence products.
- JLNO's CAF program provided \$50,000 dollars in Community Assistance Fund grants.
- JLNO awarded the 2024 Woman Entrepreneur Fellow with a \$5,000 grant and member-delivered in-kind services and mentoring to grow her business.
- Trained 53 participants in meaningful board participation through the JLNO Get On Board program.
- JLNO provided holiday gifts to 119 Educare students.
- Distributed \$10,000 in scholarships for female students to complete their post-secondary education.

TOUCH A TRUCK MARKETING EXPOSURE

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

- Social media audience reaching more than 334,000 people
- 1,754 member email subscribers with a 43% open rate
- Open rate on external emails: 20%
- More than 2,300 website visitors per month
- Advertising with The Times-Picayune/NOLA.com, Gambit, St. Charles Avenue Magazine, NOLA Family Magazine, New Orleans Mom Blog, Louisiana Weekly and Jambalaya News
- The Pontchartrain Center helps promote ticket sales through its email list of 20,000 and exterior signage, thus increasing the overall event marketing.

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.