

Junior League of Albany Touch-A-Truck 2023

When:

Saturday, September 30th

9:00 am - 2:00pm

Where:

BBL Construction Services

302 Washington Ave Ext, Albany, NY 12203

PRESENTED BY
BBL COMPANIES

BBL



Overview

About Junior League of Albany:

The Junior League of Albany, Inc. has been a part of the Albany community for over 100 years with the mission of promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. Founded in 1917, the Junior League of Albany started as a group of women knitting socks for soldiers overseas. Since then, we have evolved into a force of change in the Albany area, supporting diverse community projects that include Ronald McDonald House, Equinox, Hope Club, Race for the Cure, HATAS Albany Backpack Food Program, Journeys - Pediatric Palliative Care Program and Girls Inc.

About Touch-A-Truck:

Touch-A-Truck is our largest annual fundraiser that is a fun one-day and hands-on event that allows children to explore heavy machinery and meet those who build, protect and serve the community of the Capital Region. Vehicles on display will include a variety of construction trucks, emergency vehicles, tractor trailers, utility vehicles, and more. Everyone is allowed to touch, play, and honk the vehicles!

The event draws more than 2000 people and will showcase over 20 different vehicles.

All funds raised from Touch-A-Truck will support our mission, which is to promote the development of women, improve our community, and promote voluntarism. Our current issue areas are alleviating hunger and improving wellness among women and children in the Capital District. By participating in our event, you are helping us improve our community.

**For additional information, please contact
touchatruck@juniorleaguealbany.org**



Sponsorship Levels



Big Rig Presenting Sponsor

\$5,000 Commitment - 1 available - SOLD

- Presenting Sponsor Designation as "The Junior League of Albany's Touch-A-Truck presented by BBL Companies"
- Prime Logo placement around event and banner (provided by BBL) at the entrance to event
- Recognition in press releases and any radio or TV marketing
- Featured on Facebook Event page and in 3 exclusive JLA Facebook and Instagram posts
- Recognized in all event email marketing, on event website, and on main JLA website
- Recognition during event and speaking time available
- Prominent placement of vehicles and vendor table
- Materials (provided by BBL) included in VIP swag bag
- BBL Companies VIP Ticket Scholarship Fund (\$100 value) to provide free tickets for 2 families
- Complimentary VIP tickets for 10 families to the event (\$500 value)



Bulldozer Sponsor

\$3,000 Commitment - 1 available

- Vendor table and banner
- Prominent placement of vehicle (if bringing one)
- Recognition in press releases, website, email marketing, and social media posts
- Materials (provided by sponsor) included in VIP swag bag
- Complimentary VIP tickets for 6 families to the event (\$300 value)
- Logo sticker on hard hats: approximately 500 hats are distributed



Steamroller Sponsor

\$1,500 Commitment

- Vendor table and banner
- Prominent placement of vehicle (if bringing one)
- Recognition on website, email marketing, and social media posts
- Complimentary VIP tickets for 3 families to the event (\$150 value)
- Materials (provided by sponsor) included in VIP swag bag



Excavator Sponsor

\$500 Commitment

- Vendor table
- Recognition on website and social media posts
- Complimentary VIP tickets for 2 families to the event (\$100 value)

Sponsorship Commitment Form

Name/Title _____

Company _____

Address

City/State/Zip _____

Phone _____ Fax _____

Email _____

Sponsorship commitment (select from the previous page)

By completing this commitment form, my company agrees to fulfill financial obligations associated with event sponsorship by September 30, 2023.

Signature _____ Date _____

**Please email a copy of this form with .jpeg logo and ad to
touchatruck@juniorleaguealbany.org**

Junior League of Albany does not provide tables

No charge for individuals or businesses bringing vehicles to the event