



**JUNIOR LEAGUE**  
BOSTON

TOUCH-A-TRUCK™

SPONSORSHIP PACKET

SUNDAY, OCTOBER 27, 2024 | BOSTON CITY HALL PLAZA

# JUNIOR LEAGUE OF BOSTON

## Our Mission

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

## About Us

The Junior League of Boston (JL Boston) was established in 1906 by young women interested in educating other young women in how to address and resolve the community problems and needs of the Greater Boston Community. We are the second-oldest member of the Association of Junior Leagues International, Inc., an organization of 291 chapters in the United States, Canada, Mexico, the U.K., France, and Nigeria. JL Boston has over 650 members that devote thousands of volunteer hours a year to our community initiatives. Our community work and programs focus on the economic empowerment of women.



## 2023-2024 JL Boston Community Highlights

- Partnered with Boston Renaissance Charter School and The Boys and Girls Club of Dorchester to **provide enrichment programs to children aged 8-14** in STEM, Arts, and Nutrition/Cooking skills
- Provided **over 1,000 hours of trained volunteer service** to community partners including Women's Lunch Place, Cradles to Crayons, and the Boston Food Bank
- Supported **Dignity Matters**, an organization that works to combat poverty and inequality, by **donating thousands of period products and awarding a \$6,000 grant**



# ABOUT THE EVENT

Touch-a-Truck™ is a fun, family-centric event designed to allow kids to explore, climb, and TOUCH trucks, including emergency, construction, utility, and more! Other event activities include music, face painting, food trucks, and more.

The Junior League of Boston is thrilled to be hosting our first Touch-a-Truck™ at **Boston City Hall Plaza on Sunday, October 27, 2024 from 9am to 2pm**. We are targeting 2,000+ attendees at our inaugural event.

Proceeds from the event will support the League's work and programs in the Greater Boston Community.










## Touch-a-Truck™

Sunday, October 27, 2024  
Boston City Hall Plaza



# SPONSORSHIPS

	<b>Monster Truck</b> <b>\$10,000</b> <i>Max 1 available</i>	<b>Big Rig</b> <b>\$5,000</b>	<b>Station</b> <b>\$2,500</b> <i>Max 4 available</i>	<b>Steamroller</b> <b>\$1,000</b>	<b>Bulldozer</b> <b>\$500</b>
<b>Display of name/logo at event and in marketing materials</b>	"Touch-a-Truck presented by <sup>TM</sup> [...]"	Prominently on collateral and at event	In one of four primary station areas	In marketing collateral and JL Boston website	In marketing collateral and JL Boston website
<b>Table at event</b>					
<b>Tickets for employees, family, and friends</b>	25	20	15	10	5
<b>Donated tickets to JL Boston Community Partners</b>	25	20	15	10	5
<b>Acknowledgement in JL Boston Annual Report</b>					

## Presenting sponsor - \$10,000

\*Only one available

- Distinction of “Touch-a-Truck™ presented by [...]” on all event branded materials
- Prominent display of name/company/logo at the event and promotional materials, including step and repeat, signage, social media, marketing, and website
- Acknowledgement in JL Boston Annual Report and on all JL Boston social media platforms
- Opportunity for a table at the event to provide information, promotional materials, giveaways, etc. to attendees™
- Option to attend Truck-a-Truck with 25 tickets for employees, family, and friends
- Donation of 25 tickets to families served by JL Boston Community Partners
- Mention in any event media coverage



## Supporting sponsor - \$5,000

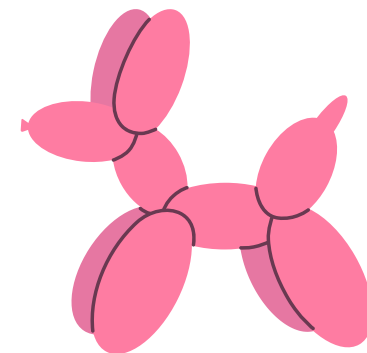
- Prominent display of name/company/logo at the event and promotional materials, including step and repeat, signage, social media, marketing, and website
- Acknowledgement in JL Boston Annual Report and on all JL Boston social media platforms
- Opportunity for a table at the event to provide information, promotional materials, giveaways, etc. to attendees
- Option to attend Truck-a-Truck with 20 tickets for employees, family, and friends
- Donation of 20 tickets to families served by JL Boston Community Partners
- Mention in any event media coverage



## Station sponsor - \$2,500

\*Only four available

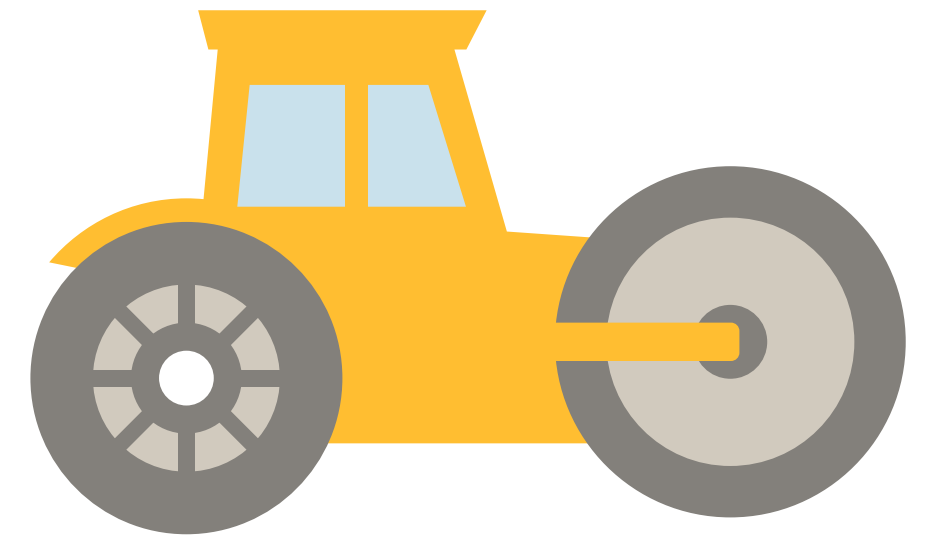
- Prominent display, “[Station] Sponsored by [...]”, in selected station area:
  - *Pit Stop* - food trucks
  - *Body Shop* - face painting / temporary tattoos
  - *Race Track* - dance floor with DJ and music
  - *Showroom* - balloon artist / creative activity
- Branding at the event and promotional materials, including signage, social media, marketing, and website
- Acknowledgement in JL Boston Annual Report and on all JL Boston social media platforms
- Option to attend Truck-a-Truck<sup>TM</sup> with 15 tickets for employees, family, and friends
- Donation of 15 tickets to families served by JL Boston Community Partners





## Sponsor - \$1,000

- Name/company/logo featured at the event and promotional materials, including signage, social media, marketing, and website
- Acknowledgement in JL Boston Annual Report
- Option to attend Truck-a-Truck™ with 10 tickets for employees, family, and friends
- Donation of 10 tickets to families served by JL Boston Community Partners



## Sponsor - \$500

- Name/company/logo featured at the event and promotional materials, including signage, social media, marketing, and website
- Acknowledgement in JL Boston Annual Report
- Option to attend Truck-a-Truck™ with 5 tickets for employees, family, and friends
- Donation of 5 tickets to families served by JL Boston Community Partners



# TRUCK DONATIONS

## **Does your company have a truck that you would like to bring to Touch-a-Truck™?**

We are looking for trucks and vehicles of all types, including police, fire, emergency services, military, utility, construction, media, etc., to make Touch-a-Truck™ a memorable event for all kids and families in attendance.

### **Truck / Vehicle requirements:**

- Participate in the full event, with arrival by 8:30am and departure after 2pm
- Attendees must be able to sit in, honk horns, play sirens, and TOUCH truck
- At least one company representative must accompany truck for full event
- Max 16,000lbs

Please email [touchatruck@jlboston.org](mailto:touchatruck@jlboston.org) if you are interested in donating a truck!

# THANK YOU!

We hope you will join us for our first Touch-a-Truck™ event on Sunday, October 27, 2024 at Boston City Hall Plaza!

If you are interested in becoming a sponsor or have any questions, please contact us at [touchatruck@jlboston.org](mailto:touchatruck@jlboston.org)

For additional information, visit our website at [www.jlboston.org/touch-a-truck](http://www.jlboston.org/touch-a-truck)