



Junior League of the Shoals (“JLS”) is excited to host its annual Touch-A-Truck event on **Saturday, May 13th, 2023 at Faith Church in Florence**. Last year, we had over 1,300 attendees and we expect even more this year!

Each ticket purchased provides children and families an up-close look at their favorite trucks, hands on activities, and an opportunity to meet the people who protect, serve and build the Shoals community. Displays will include construction equipment, emergency responder vehicles, tractors, utility trucks, and much more!

In addition to purchasing tickets and corporate sponsorships, JLS is offering an opportunity unique to Touch-A-Truck—a classroom sponsorship, where each child in a classroom of your choice will have free admission to the event!! See information on our “HANDY HELPER” Sponsorship.

EVENT DEMOGRAPHICS

Touch-A-Truck enables you to showcase your business and interact with children (and adults) of all ages, parents and guardians, educators, community organizations, government officials, first responders, military personnel, local business owners and community leaders.

Sponsors receive exposure prior to and during the event through merchandise opportunities, signage, social media, JLS’ website, print advertisement, in-person meet and greet, and on-site tables.

COMMUNITY IMPACT

Touch-A-Truck 2022 had over 1,300 attendees and raised over \$9,000 for JLS’ community projects! This year, we hope to have even more attendees and in turn raise more money to be put back directly into the Shoals’ community!! All fundraiser proceeds are combined with direct volunteer service by JLS members to improve our community. Because of you, JLS is able to volunteer over 12,000 hours each year, provide our Members unique volunteer opportunities and participation in countless non-profit partnerships.

Some of JLS’ most impactful moments on the Shoals community from 2022-23 are:

- JLS held its first 100% in-person Touch A Truck providing a fun, new experience for the community!
- JLS, with the use of its project funds raised through fundraising efforts like Touch A Truck and by a grant from LOWE’S, installed an Outdoor Learning Center at the Children’s Museum of the Shoals. The space officially opens for use on March 15th!
- JLS was 1 of 100 non-profits nationwide selected as a recipient of the LOWE’S 100 Hometowns grant. JLS applied and went through a rigorous selection process to be awarded \$125,000 in grant funds specifically for the Outdoor Learning Center project.
- JLS donated more than 1,000 books to students and read to schools across the Shoals during Read Across America week 2023.
- JLS will host its annual Special Olympics Banquet, where the Shoals Special Olympics athletes are celebrated, on May 16th!
- JLS holds monthly service projects called “Done In A Days”. These projects range from donating items to service opportunities.
- JLS renovated and improved its 4 Little Libraries located in Florence, Sheffield, Leighton and Russellville!
- JLS held personal and professional development training for members so they can be better stewards in the community, at work and at home!

HOW TO PARTICIPATE

The application deadline is April 15th. All vehicles and vendors JLS can accommodate will receive a confirmation email and invoice by May 1, 2023. All payment must be received by May 13, 2023. You can participate in the following ways:

- Be a Corporate Sponsor
- Bring a Vehicle or family-friendly activity
- Be a Handy Helper
- Purchase tickets and attend the Event!

Submit sponsorship forms via e-mail to JLSfunddevelopment@gmail.com, mail to PO Box 793 Sheffield AL 35660, or apply online via the link on our Touch A Truck Facebook page! If you have questions, please contact JLSfunddevelopment@gmail.com or (256)483-1841.



PRESENTING “BIG RIG” SPONSOR \$3,000

- EXCLUSIVE: One “Big Rig” Sponsorship available
- Logo Sticker on Hard Hat handed out to attendees at event. (NOTE: You must supply stickers.)
- Vehicle or equipment participation*
- Table or signage (supplied by sponsor) at Event and/or community involvement opportunity or activity.
- Name, Logo and link on JLS’ website
- Name & Logo featured on JLS’ social media, including 3 exclusive mentions
- Prominent name & logo on flyers, posters and press releases
- 10 Tickets to Event!

“MONSTER TRUCK” SPONSOR \$1,500

- Logo Sticker on Hard Hat handed out to attendees at event (NOTE: You must supply stickers.)
- Vehicle or equipment participation*
- Table or signage (supplied by sponsor) at Event and/or have a community involvement opportunity or activity
- Name, Logo and link on JLS’ website
- Name & Logo featured on JLS’ social media, including 1 exclusive mention
- Name & Logo on flyers, posters and press releases
- 8 Tickets to Event!

“BULLDOZER” SPONSOR \$750

- Vehicle or equipment participation*
- Table or signage (supplied by sponsor) at Event
- Name, Logo and link on JLS’ website
- Logo featured on JLS’ social media, flyers, posters and mention in press releases
- 6 Tickets to Event!

“TRACTOR” SPONSOR \$500

- Vehicle or equipment participation*
- Name & Logo on JLS’ website
- Logo featured on JLS’ social media, flyers, & posters
- 4 Tickets to Event!

“EXCAVATOR” SPONSOR \$250

- Vehicle or equipment participation*
- Name & Logo on JLS’ website
- 2 Tickets to Event!

“COMMUNITY HEROES” SPONSOR 0-\$250

- Vehicle or equipment participation*
- Name & Logo on JLS’ website
- Designed for Municipalities and Cities and their Departments to participate.

“HANDY HELPER” SPONSOR \$100

- Tickets for EACH student in the Classroom of your CHOICE!
- Name & Logo (if applicable) on JLS’ website and/or Social Media

*Vehicle and equipment participation can be a piece of equipment from your business OR another business. Equipment must be on site either Friday, the 12th, after 4 pm or by **8:30 am May 13th**, the day of the event.

SOMEONE MUST BE ON SITE THE DAY OF THE EVENT TO OPERATE EQUIPMENT AND/OR SUPERVISE ATTENDEES.



Sponsor Information:

Sponsor Name: _____
Primary Contact: _____
Phone Number : _____
Address: _____
Email: _____

Sponsorship Level:

- Big Rig – ONLY 1 AVAILABLE (\$3,000)
- Monster Truck (\$1,500)
- Bulldozer (\$750)
- Tractor (\$500)
- Excavator (\$250)
- Community Heroes (\$0-250)
- Handy Helper (Classroom) Sponsor

EQUIPMENT INFORMATION:

Are you bringing equipment or vehicle? Yes No
If Yes, Type of Equipment: _____
Who is bringing Equipment: _____
Contact Info: _____
Preferred Setup Day: Friday, after 4 pm
 Saturday, before 8:30 am

HANDY HELPER CLASSROOM INFORMATION:

School Name: _____
Teacher's Name: _____
Grade: _____
Number of Students in Class: _____
Will you deliver the tickets: YES NO

Sponsor shall pay the Junior League of the Shoals ("JLS") the appropriate sponsorship fee in exchange for the corresponding promotional considerations described in the sponsorship levels document provided in this packet.

PAYMENT. Payment is due no later than May 12, 2023 and checks should be made payable to JLS. Contributions to JLS are tax deductible.

LIMITATION ON DAMAGES: In no event shall JLS be liable to sponsor for any special, incidental, or consequential damages, whether based on breach of contract, tort (including negligence), or otherwise, whether or not JLS has been advised of the possibility of such damages.

SUBMISSION OF MATERIALS. All materials will be submitted electronically to JLSfunddevelopment@gmail.com.

PRESERVATION OF IDENTITY. The sponsor agrees that it will not feature any icons, logos, URLs, or email addresses related to JLS Touch-A-Truck other than those provided by JLS, unless JLS has approved otherwise.

ASSIGNMENT: Sponsor may not assign this agreement, in whole or in part, without the prior written consent of JLS. Any attempt to assign this Agreement without such consent will be considered null and void.

GOVERNING LAW. This Agreement will be governed in accordance with the State of Alabama.

ENTIRE AGREEMENT. This Agreement is the complete and exclusive agreement between the parties, all pricing will be governed by this Agreement, whether printed on paper or electronically. The terms and conditions of this Agreement will prevail over any inconsistent terms in any purchase order. This Agreement may be modified, or any rights waived with the consent of both parties.

Applications are due by April 15th, 2023. Applications may be submitted via e-mail to JLSfunddevelopment@gmail.com, via mail to PO Box 793 Sheffield, AL 35660, or by completing the online application. Corporate Sponsorship payments are due no later than May 13th and Handy Helper payments must be paid before tickets are delivered and no later than May 12th. If payment is not received on or before the event, JLS may ask sponsor to not participate. Sponsor fees are non-refundable. Payment may be made by check to PO Box 793, Sheffield AL 35660 or online at jltheshoals.org. The undersigned acknowledges receipt and review of the sponsor information for this event and agrees to the provisions it contains.

Sponsor Name: _____
By: _____
Its: _____
Date: _____

FOR JLS INTERNAL USE:

Date Received Form: _____
Payment Included with Form: Yes No
If no:
Date Invoice Sent: _____
Date Payment Received: _____