



# Touch-a-Truck™ 2024

*hands-on family fun*

Sunday, April 14th  
Westfield Sherman Oaks

# ABOUT JLLA

The Junior League of Los Angeles is almost a century old organization founded in 1926 of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training. We focus especially on foster youth and unhoused families.

501(c)(3) tax number: 95-2097254

training - service - policy - education



community improvement - empowerment

# COMMUNITY IMPACT

## 60,000+ HOURS ANNUALLY

*JLLA impacts the LA community with it's broad scope of volunteer support - providing thousands of hours in programs and projects each year.*

## 3 COMMUNITY PARTNERS

*We partner with Friends LA, Happy Trails, and Harvest Home.*

## DONE IN A DAY PARTNERSHIPS

*We work in collaboration with other organizations by coordinating, managing, and staffing diverse service projects and activities through day-long service projects.*

## FOCUS AREAS

*Self-esteem and empowerment of transition-aged foster youth, and educational opportunities for underserved students seeking higher education.*



# THE EVENT

Sunday, April 14th, 9am-1pm  
Westfield Fashion Square, Sherman Oaks

Touch-A-Truck™ is a family-friendly event designed to allow children to explore, climb, and TOUCH vehicles of all shapes and sizes. Expect interactive displays with drones, the exercise corner with Orange Theory Fitness, a kid's beach play paradise, flyovers, love up on and adopt puppies, and other surprises! Play for a chance to win exciting raffle prizes, and meet the people who build, protect, and serve Los Angeles County. Hungry? Food and coffee trucks will be on-site offering lunch and snacks for purchase.



**Westfield**  
FASHION SQUARE



# EVENT REACH

Touch-A-Truck™ 2023 was a huge success, with over 20 civic and commercial vehicles and dozens of volunteers coming together to put on an amazing event that over 3,000 attended, including children, parents, grandparents, couples, and friends!

Additionally, through sponsorship, your brand will reach a targeted group of over 1,000 JLLA members, with 95% possessing a college degree and 45% an advanced degree. Our website averages over 10,000 hits per month, and we have a presence on Facebook, Twitter, Instagram, Pinterest, and LinkedIn.





# **SPONSORSHIP OPPORTUNITIES**





# Sponsorship Levels

*Monster Truck*

**\$10,000**

Max Available: 1

*Big Rig*

**\$5,000**

Max Available: 2

*Station Activation*

**\$2,500**

Max Available: 4

*Steam Roller*

**\$1,000**

*Tow Truck*

**\$500**

**Prominent display of name/logo  
at event and in collateral**

"Touch-a-Truck  
presented by [...]"

In a primary station  
area, step and repeat

In one of four primary  
station areas

marketing collateral & JLLA website

**Speaking Opportunity; JLLA  
Membership of 800+ women**

Touch-A-Truck Event  
& Annual Meeting

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**Dedicated blog post on the JLLA  
website**



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**VIP Tickets**

25

15

15

10

5

**Gift Bag**



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**Acknowledgement at JLLA General  
Meeting & in our Annual Report**



**Scale & Reach - 3,000 Parents, kids, &  
community members**



# MONSTER TRUCK

Presenting Sponsorship - \$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, public materials and the JLLA website
- Acknowledgement at the JLLA Annual Meeting and in our Annual Report
- Option to attend Touch-A-Truck™ with VIP tickets for 25 guests
- Option to curate “Activation Station” to further feature brand
- Mention in any media coverage
- Social media exposure on all JLLA platforms
- Drive impact on foster youth in LA County
- VIP Swag Bag





# BIG RIG

Supporting Sponsorship - \$5,000

\*only two available

- Opportunity to speak at JLLA General Meeting with over active 800 community members
- Prominent display of name/company/logo featured at event on signage and on event-related promotional materials and the JLLA website.
- Acknowledgement at JLLA Annual Meeting and Annual Report
- Option to attend Touch-A-Truck™ with VIP tickets for fifteen (15) guests
- Social media exposure on all JLLA platforms
- VIP Swag Bag



# STATION SPONSORSHIP

Sponsor an Activation - \$2,500

\*only four available

- Prominent display of branding in the station area
- Branding on promotional materials on the day of event and JLLA website
- All benefits of Steamroller and Pick-Up Truck sponsorships
- Prominent display of name/company/logo in one of four station areas (below), on event-related promotional materials and the JLLA website
  - “Filling Station” – food trucks and dining area
  - “Pit Stop” – dance floor
  - “Rest Stop” – seating area with tables, chairs, and shade
  - “Body Shop” – craft area, build-your-own trucks
- Acknowledgement in JLLA Annual Report
- Option to attend Touch-A-Truck™ with VIP tickets for ten (10) guests
- VIP Swag Bag







# STEAMROLLER (\$1,000)

- Name/company/logo featured at event and on all event-related materials and the JLLA website.
- Acknowledgement in JLLA Annual Report
- Option to attend Touch-A-Truck™ with VIP tickets for ten (10) guests
- VIP Swag Bag

# TOW TRUCK (\$500)

- Name/company/logo featured at event and on all event-related materials and the JLLA website.
- Acknowledgement in JLLA Annual Report
- Option to attend Touch-A-Truck™ with VIP tickets for five (5) guests
- VIP Swag Bag

# THANK YOU!

We hope you will join us for this year's Touch-a-Truck event! If you are interested in becoming a sponsor, or have any questions, please don't hesitate to contact us at [Jamie.JLLA@gmail.com](mailto:Jamie.JLLA@gmail.com). For additional information, check out our website at <https://www.jlla.org/touch-a-truck>. Thanks in advance for your support!

