



Touch-A-Truck Sponsorship Opportunities

June 10, 2023 9:00 AM – 2:00 PM

**Ted Runner Stadium Parking Lot, University of Redlands
Corner of N. University Street and E. Brockton Avenue in Redlands**

The purpose of the Redlands Rotary "Touch-A-Truck" is to provide an opportunity for children and families to engage with vehicles and professions they may have seen or read about but have never been able to examine up close. It provides unique opportunities for fun and education about different jobs and career opportunities. Furthermore, community for-profit and non-profit entities with a focus on children and families provide entertainment and information about the products and services they provide for the benefit of families and the East Valley communities as a whole.

The event is also a "gift that keeps on giving." **Any net proceeds over cost derived by Rotary Club of Redlands from this event is shared 50% in support of the "Safety Around Water" program conducted by the YMCA of the East Valley and PROVIDED FREE OF CHARGE to more than 5,000 elementary school children in the Inland Empire.** The other 50% of any proceeds is used to continue the support for the local and international community service initiatives of Rotary Club of Redlands to increase literacy, end hunger, combat disease, foster maternal and child health, provide clean water, encourage economic self-sufficiency, and promote peace.

We appreciate your support on any level for this unique and important event!

"Big Rig" Title Sponsor - Cash Contribution of \$10,000 or More

- Acknowledgement and promotion as the title or "naming" sponsor of the event (As in "The ABC Corporation Fifth Annual Touch-A-Truck"). Headline billing plus logo on all event related paid marketing (press releases, advertising, signage, banners, broadcast, online and social media, etc.).
- Recognition and acknowledgement on the Rotary Club of Redlands' website with a link to the "Big Rig" Sponsor website for one year.
- Opportunity to have a physical presence at the event with a booth, display, or demonstration.
- The option to distribute marketing materials at the event whether attending the event or not and to display company signage on banners, signage, or promotional boards.
- An option for vehicle participation at the event.
- Five hundred tickets to Touch-A-Truck 2023.
- \$250 coupon for purchases at the Touch-A-Truck 2023 online merchandise store.
- Corporate or individual recognition as a "Paul Harris Fellow" with Rotary International.

"Steam Roller" Sponsor – Cash Contribution of \$5,000 or More

- Top-tier billing plus logo on all event related paid marketing (press releases, advertising, signage, banners, broadcast, online and social media, etc.).
- Recognition and acknowledgement on the Rotary Club of Redlands website with link to the "Steam Roller" Sponsor website for one year.
- Opportunity to have a physical presence at the event with a booth, display, or demonstration.
- The option to distribute marketing materials at the event whether attending the event or not and to display company signage on banners, signage, or promotional boards.
- An option for vehicle participation at the event.
- Two hundred fifty tickets to Touch-A-Truck 2023.
- \$100 coupon for purchases at the Touch-A-Truck 2023 online merchandise store.

"Bulldozer" Sponsor – Cash or "In-kind" Contribution of \$1,000 or More

- Second-tier billing plus logo on all event related marketing (press releases, advertising, signage, banners, online and social media, etc.).
- Recognition and acknowledgement on the Rotary Club of Redlands website for one year.
- Opportunity to have a physical presence at the event with a booth, display, or demonstration.
- The option to distribute or make marketing materials available at the event.
- An option for vehicle participation at the event.
- Fifty tickets to Touch-A-Truck 2023.
- \$50 coupon for purchases at the Touch-A-Truck 2023 online merchandise store

“Crane” Sponsor – Cash or “In-kind” Contribution of \$500 or More

- Third-tier billing plus logo on all event related marketing (press releases, advertising, signage, banners, online and social media, etc.).
- Opportunity to have a physical presence at the event with a booth, display, or demonstration.
- The option to distribute or make marketing materials available at the event.
- An option for vehicle participation at the event.
- Twenty tickets to Touch-A-Truck 2023.

“Tow Truck” Sponsor (“For-profit Booth” or Vehicle Exhibitor) – Cash or “In-kind” Contribution of \$200.00 or More

- Opportunity to have a physical presence at the event with a booth, display, or demonstration.
- The option to distribute or make marketing materials available at the event.
- An option for vehicle participation at the event.
- Ten tickets to Touch-A-Truck 2021.

“Pickup Truck” Sponsor- Cash or “In-kind” Contribution Not Listed Above.

- Post event recognition from RCOR.

Any sponsorship listed below will also qualify at the corresponding levels listed above along with recognition accorded that level:

[Dedicated Sponsorship Opportunities!](#)

Bulldozer “Hard Hat” Sponsor – Your name printed on the front of 1,000 children's giveaway plastic toy hats, either fire fighter or construction worker: 4 @ \$2,000 each (deadline May 12, 2023).

Bulldozer “Tons of Trucks Family Fun Pack” Sponsor – Your name printed on 1,000 “Tons of Trucks” activity or coloring books and crayons to hand out to the kids: 4 @ \$1,400 each (deadline May 12, 2023).

Bulldozer “Beach Ball” Sponsor – We'll get 100 beach balls with your name prominently displayed as the sponsor to use at the wildly popular “Beach Ball Dump Truck” activity. They're given away to kids at the end of the event: 1 @ \$1,200 (deadline May 12, 2023).

Crane “Goodie Bag” Sponsor – Your name printed in full color on 1,000 reusable tote bags that kids can carry their souvenirs home in: 4 @ \$850 each (deadline May 12, 2023).

Crane “Truck Stop Diner” Sponsor – Provide meal tickets for our hard-working Touch-A-Truck drivers and event volunteers: 4 @ \$500 each.

Tow-Truck “Door Prize” Sponsor – Donate a family-and-kid-friendly door prize valued at \$250 or donate \$250 in cash and we'll buy the door prize for you: 10 @ \$250 each.

Pick Up Truck “I Gotta Go Bad!” Sponsor – Provide for the rental of a “porta-potty” placed strategically in the truck parking area with your name prominently displayed on the unit as the sponsor: 4 @ \$125 each.

Pick-up Truck “Family Fun Zone” Sponsor – Donate cash to help us stock our kids' games and crafts area with supplies and prizes. Your name prominently displayed as a “Fun Zone” sponsor: suggested \$50 minimum.

“Give a Kid a Break” Sponsor – Buy tickets to distribute to the organization, people, or children of your choice who might not otherwise attend the event, or as rewards or incentives to your employees or clients. You may deliver them yourself or tell us to whom or which organization you want us to deliver them in your name, or just add your benefactor tickets to the pool of other benefactors' tickets.
\$5 each for businesses and individuals; nonprofits and service clubs, \$2.50 each

Remember, we can create a sponsorship unique from any of these listed here if you have a great idea. Payment to Redlands Rotary Club Foundation, EIN 33-0197341; we are a 501(c)3 organization. Thank you for your interest and please reach out if you have any questions.