



Touch-A-Truck Sponsorship Opportunities

Saturday June 8, 2024, 9 AM—2 PM
University of Redlands Ted Runner Stadium Parking Lot, University St. and E. Brockton Ave.

Any net proceeds over cost derived by Rotary Club of Redlands from this event will be shared 50% in support of the "Safety Around Water" program conducted by the YMCA of the East Valley free of charge to every 2nd grade student in the Redlands Unified School District and others. The other 50% will be 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.

"Big Rig" Title Sponsor - Cash Contribution of \$10,000.00 or More

- Acknowledgement and promotion as the title or "naming" sponsor of the event (As in "The ABC Corporation 10th 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.
- The option to sell goods or services, solicit memberships, or take donations.
- An option for vehicle participation at the event.
- Five hundred tickets to Touch-A-Truck 2024.
- Touch-A-Truck "Swag Store" credit of \$500.00, in-person or online.
- Corporate or individual recognition as a "Paul Harris Fellow" with Rotary International.

"Steam Roller" Sponsor – Cash Contribution of \$5,000.00 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.
- The option to sell goods or services, solicit memberships, or take donations.
- An option for vehicle participation at the event.
- Two hundred fifty tickets to Touch-A-Truck 2024.
- Touch-A-Truck "Swag Store" credit of \$250.00, in-person or online.

"Bulldozer" Sponsor – Cash or "In-kind" Contribution of \$1,000.00 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.
- The option to sell goods or services, solicit memberships, or solicit donations.
- An option for vehicle participation at the event.
- Fifty tickets to Touch-A-Truck 2024.

"Crane" Sponsor – Cash or "In-kind" Contribution of \$500.00 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.
- The option to sell goods and services, solicit memberships, or solicit donations.

- An option for vehicle participation at the event.
- Twenty-five tickets to Touch-A-Truck 2024.

**“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.
- The option to sell goods and services, solicit memberships, or solicit donations.
- An option for vehicle participation at the event.
- Ten tickets to Touch-A-Truck 2024.

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

- Post event recognition from RCOR.

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 10, 2024).

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 10, 2024).

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 10, 2024).

Bulldozer “Cooling Tent” Sponsor – We’ll set up a large canopy with tables, chairs, and evaporative coolers to provide a place to rest and eat and help our guests stay comfortable in the event on a typically hot June day: 1 @ \$1,500.00 (deadline May 17, 2024)

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 3, 2024).

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

Pick-up Truck “I Gotta Go Bad!” Sponsor – We’ll rent a “porta-potty” placed strategically in the truck parking area with your name prominently displayed on the unit as the sponsor: 4 @ \$155.00 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” Benefactor – 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!

trucks@redlandsrotary.com

www.redlandstouchatruck.com

Call or text 951-237-3453