

## OUR MISSION

The Junior League of Northwest Arkansas (JLNWA) is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

## OUR FOCUS

The JLNWA is comprised of approximately 300 members from all over the Northwest Arkansas area. We are making an impact by developing programs to meet specific needs, as well as providing direct service hours and support to our partner agencies throughout Northwest Arkansas. In the past year, the Junior League of Northwest Arkansas has provided over 35,000 hours of direct community service to six area agencies, provided numerous training opportunities for over 250 area women and provided over 400 bags of clothes and necessities to DHS in Washington, Benton, Madison and Carroll counties for children that are removed from their primary residences.

These efforts, concentrated within the area of raising awareness of domestic violence here in our community, give direction to our organization. Statistically, 1 in 4 women and 1 in 7 men will be affected by domestic violence in their lifetime. Domestic violence impacts our entire community: Washington and Benton Counties are ranked second and third in the state for counties with the most reported domestic violence incidents. For more information about our League, our programs, and community partners please visit our website at [www.juniorleaguenwa.org](http://www.juniorleaguenwa.org).



*Members of the Junior League of Northwest Arkansas helping setup the annual Easter egg hunt celebrated at Peace at Home Family Shelter.*



*These "Departure Packs" were created for residents of local domestic violence shelters to take with them as they found new living arrangements away from their abusers.*

**SPONSORSHIP PACKET**  
**Event Date: Saturday, May 2<sup>nd</sup>, 2020**

<b>SPONSOR BENEFITS</b> First come, first serve	PRESENTING (\$5,000) Limited to 1 First right of refusal for 2020 event	BIG RIG (\$2,500) Limited to 3	MONSTER TRUCK (\$1,000) Limited to 7	OMNIBUS (\$500) Unlimited	ALL TERRAIN (\$250) Unlimited	HOT ROD (\$100) Unlimited
Logo on JLNWA Website homepage for 2019-2020 League year	Logo					
Logo/Name on the Touch-a-Truck page of the JLNWA Website	Logo	Logo	Logo	Name	Name	Name
Logo on signage at event entrance	✓	✓	✓	✓	✓	✓
Logo/Name on event print advertisement	Logo	Logo	Name	Name		
Booth at event to promote sponsor's product or service	✓	✓	✓	✓	✓	✓
Inclusion of marketing material or samples in event goody bags	✓	✓	✓	✓	✓	✓
Number of mentions on social media	5	2	2	1	1	0
Complimentary family pack of tickets to event	10	5	3	2	1	0

**Individual tickets are \$5 per person or \$20 for a family pack of 5 tickets. Sponsors unable to attend can request their tickets be reallocated to residents, employees and advocates of our partner agencies. All participants will be required to sign an injury waiver.**

**Company Names/Logos and materials must be provided by *March 13, 2020* to be included.**

- Print Advertisements
- Flyers and brochures

We will need PDF, JPEG, and PNG files in both full color and black and white.

## TOUCH-a-TRUCK

The 13<sup>th</sup> annual Touch-a-Truck will be held Saturday, May 2, 2020. This year's event will be located at the Pinnacle Hills Promenade in Rogers and will begin *open admission* at 10am. As always, this springtime family festival will be kid-friendly and full-on-fun for all ages. (Rain date is scheduled for Saturday, May 16, 2020.)

As one of the premier events for children in the area we want to be open to all children. Therefore, we will be **opening an hour early at 9am**, for all special needs children. During this time, horns will be silent, and the crowds will be small. Volunteers will be present to help during this time as with the rest of the event. This year's Touch-a-Truck will once again feature crowd favorites – dozens of vehicles that kids (and kids- at-heart) can explore. Vehicles you can expect to see include construction equipment, safety and transportation vehicles, motorcycles, tractors, ATVs, local vendor vehicles and much more. There will also be special appearances and activities including costumed characters, fingernail painters, art projects and building projects, just to name a few.

In addition to equipment, vehicles, and entertainment, there will be concessions available offering lunch, refreshments, ice cream and all the tasty treats you'd expect to find at a family-fun event.

With more than 4,000 in attendance each year, the Junior League's Touch-a-Truck raises more than \$15,000 for our mission. Proceeds assist the JLNWA with its mission of promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers.



## IN-KIND DONATIONS

-Examples include food, drinks, photography, tents etc.

-An appropriate level of sponsor benefits will be assigned according to the value of the donation.



Please return sponsorship agreement to:  
JUNIOR LEAGUE OF NORTHWEST ARKANSAS  
P.O. BOX 2011  
Lowell, AR 72745  
TAT@juniorleaguenwa.org

## SPONSORSHIP AGREEMENT

Event Date Saturday, May 2, 2020

Name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### Sponsorship Opportunity:

Presenting	\$5,000
Big Rig	\$2,500
Monster Truck	\$1,000
Omnibus	\$500
All Terrain	\$250
Hot Rod	\$100

### Sponsorship Contribution:

Amount \_\_\_\_\_

Check # \_\_\_\_\_

Card # \_\_\_\_\_

Exp Date \_\_\_\_\_ CVV \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

### Targeted Marketing Opportunity:

In-Kind Donation:

Value \_\_\_\_\_ Description \_\_\_\_\_

Sponsor Signature \_\_\_\_\_ JLNWA Signature \_\_\_\_\_

Printed Name \_\_\_\_\_ Printed Name \_\_\_\_\_

Title \_\_\_\_\_ Title \_\_\_\_\_

Date \_\_\_\_\_ Date \_\_\_\_\_

Please retain a copy of this form for your tax purposes. Tax ID: 71-07850