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January 2023

Dear Friends and Supporters,

It's time for our 17<sup>th</sup> annual **TOUCH-A-TRUCK®**, where children have the chance to get behind the wheels of their favorite vehicles, meet community heroes, help families create fun memories, and raise awareness and funds for **Family to Family Connection**.

We are excited to announce that **Family to Family Connection's** annual TOUCH-A-TRUCK® event will be held at Downtown Summerlin on Saturday, April 1st. Over the years, TOUCH-A-TRUCK® has grown to become Las Vegas' premier family event. This year we expect to have more than 7,500 attendees and over 80 vehicles to engage kids of all ages!

TOUCH-A-TRUCK® was the brainchild of Family to Family Connection, which is a 501(C)(3) non-profit organization that has been providing free classes and resources to families of infants and toddlers for more than two decades. As a result of our program, parents are empowered to be advocates for their families and children learn the social and developmental skills they need to be ready to learn.

Your sponsorship of TOUCH-A-TRUCK® comes with a variety of benefits and is the perfect opportunity to showcase your brand through not only our marketing efforts but also through Downtown Summerlin's promotions. Attached is a breakdown of the different options to choose from – all of which provide you with ways to interact with attendees and show your commitment to our community.

Visit our website to see photos from previous TOUCH-A-TRUCK® events. If you have questions about joining us at this year's TOUCH-A-TRUCK® or would like to see our programs in action, please feel free to reach out to Jillyn Matthiesen at 702.234.0700. You can also scan and email the attached sponsorship confirmation form to [touchatruck702@gmail.com](mailto:touchatruck702@gmail.com) no later than February 15th.

Kind regards,  
Kammy Bridge  
Event Chair

*TOUCH-A-TRUCK® is a registered trademark of Family to Family Connection.  
Family to Family Connection is a 501(C)(3) organization - TAX ID 88-0397827*

# TOUCH-A-TRUCK



## PUT YOUR IMAGINATION IN GEAR AND GO!

JOIN US AS A SPONSOR AT

TOUCH-A-TRUCK® gives children the chance to get behind the wheel of their favorite vehicles, meet community heroes, help families create fun memories, and raise awareness and funds for Family to Family Connection.

This year's TOUCH-A-TRUCK® will allow kids of all ages to climb on-board and get behind the wheel of their favorite vehicles in a healthy and safe environment.



**APRIL 1, 2023 9:00AM - 2:00PM**

DOWNTOWN  
SUMMERLIN®







**YOUR SPONSORSHIP OF TOUCH-A-TRUCK® COMES WITH A VARIETY OF BENEFITS AND IS THE PERFECT OPPORTUNITY TO SHOWCASE YOUR BRAND.**



**PRESENTING SPONSORSHIP \$10,000 (1 AVAILABLE)**

**BENEFITS INCLUDE:**

- Your company logo on website and emails including Downtown Summerlin messages
- Your company logo in media (Downtown Summerlin signage, digital billboards)
- Your company logo in social posts - 4,220 followers with a reach of more than 444,508 in 2022.
- Your corporate vehicle / equipment at prime location at event entrance on grass!
- Your company listed in press releases and other applicable media!
- Your company logo on our sponsor banner at entrance and all other event signage!
- Your company banner at entrance!
- Your company logo on photo images of the event!
- Email addresses captured through onsite sales
- Your company logo on 1,000 + goody bags along with goody bag sponsor
- Coupon or promotional item placement in 1,000 + goody bags (inserts provided by sponsor)!



**APRIL 1, 2023 9:00AM - 2:00PM**





## FIRST RESPONDER SPONSORSHIP \$7,500

### Benefits include:

- Your name or company logo in print media and social posts\*
- Your name or company logo on our sponsor banner at entrance
- Your name or company listed in press releases and other applicable media\*
- Coupon or promotional item placement in 1,000 goody bags (inserts provided by sponsor)

## BIG RIG SPONSORSHIP \$5,000

### Benefits include:

- Your name or company logo on our sponsor banner at entrance
  - Your name or company listed in press releases and other applicable media\*
- Coupon or promotional item placement in 500 goody bags (inserts provided by sponsor)

## TENT SPONSORSHIP \$2,500

### Benefits include:

- Your name or company logo on our sponsor banner at entrance
- Host an activity at your sponsored tenant or we can host one for you at an additional cost.

## LUNCH SPONSOR \$1,000

- Your name or company logo on our sponsor banner at entrance
- Your name or company logo on lunch voucher for truck drivers and volunteers.

**APRIL 1, 2023 9:00AM - 2:00PM**





## GOODY BAG SPONSORSHIP \$2,000

### Benefits include:

- 1,000 bags provided by Touch-A-Truck will be distributed to families
- Your name or company logo on all bags along with presenting sponsor
- Your company product in each bag (provided by sponsor)
- Your name or company logo on event signage



## GOODY BAG INSERT \$500

### Benefits include:

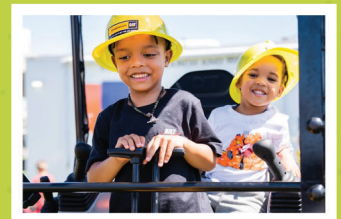
- Your marketing material and swag (up to 8 1/2" x 11") inserted in 500 bags that will be distributed to families (sponsor provided). Host can include marketing material and a toy for an additional \$150.



## SPONSOR A FAMILY \$100

### Benefits include:

Help low-income clients of Family to Family attend TOUCH-A-TRUCK by sponsoring the admission fee for a family of five.



**APRIL 1, 2023 9:00AM - 2:00PM**

# TOUCH-A-TRUCK

WHEN YOU SUPPORT TOUCH-A-TRUCK® YOU SUPPORT AN AMAZING NON-PROFIT, FAMILY TO FAMILY CONNECTION.



Family to Family Connection is a 501(C)(3) non-profit organization that has been providing free classes and resources to families of infants and toddlers for more than two decades. As a result of our program, parents are engaged and empowered to be advocates for their families and children build the social and developmental skills they need to be ready to learn.



APRIL 1, 2023 9:00AM - 2:00PM

DOWNTOWN  
SUMMERLIN®







## FUN FOR EVERYONE!

A unique way for vehicle drivers and employees to be involved at TOUCH-A-TRUCK®. TOUCH-A-TRUCK gives your employees the chance to volunteer and give back to the community. At TOUCH-A-TRUCK your employees will get to interact with families where kids will look up to them as an everyday community hero! When your employees are engaged that increases their overall satisfaction and helps with retention.

## EXPECTED ATTENDANCE

- Over the years, TOUCH-A-TRUCK has grown to become Las Vegas' premier family event. Last year we had over 6,000 attendees and over 60 vehicles to engage kids of all ages.

- TICKETS ARE EXPECTED TO SELL OUT QUICKLY!

**91%**

OF VOLUNTEERS  
INCREASED THEIR SENSE  
OF PRIDE IN WORKING  
FOR THEIR EMPLOYER

**85%**

OF VOLUNTEERS FEEL  
MORE POSITIVE ABOUT  
THEIR EMPLOYER  
OVERALL



**APRIL 1, 2023 9:00AM - 2:00PM**

DOWNTOWN  
SUMMERLIN®



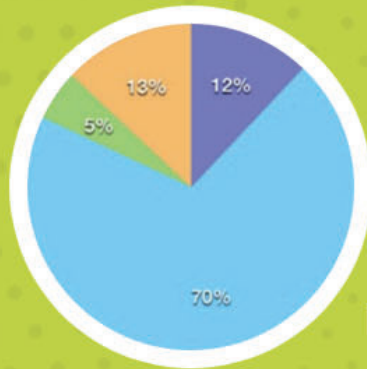


# IMPACTING FAMILIES IN SOUTHERN NEVADA IN 2018

## \$0 - FREE COST

ALL CLASSES AND SERVICES ARE OFFERED TO FAMILIES FOR FREE

FAMILY TO FAMILY CLIENTS



ASIAN  
LATINO  
AFRICAN AMERICAN  
CAUCASIAN/OTHER

### SERVING A DIVERSE POPULATION

## 53%

### QUALIFY FOR MEDICAID

AND OTHER PUBLIC ASSISTANCE PROGRAMS



## 63%

### 3-4 YR OLDS

ARE NOT ENROLLED IN SCHOOL



## 69%

### 4TH GRADERS

ARE NOT PROFICIENT IN READING



## 74%

### 4TH GRADERS

ARE NOT PROFICIENT IN MATH



## 16%

### HIGH SCHOOLERS

ARE NOT PROFICIENT IN MATH



## APRIL 1, 2023 9:00AM - 2:00PM

DOWNTOWN SUMMERLIN®





# TOUCH-A-TRUCK



- Deadline for logo in advertising and name in press release is **February 15, 2023**
- For more information about **TOUCH-A-TRUCK®** please go to **[www.touchatruck.com](http://www.touchatruck.com)**
- To secure your commitment, please contact Jillyn Matthiesen **702.234.0700** **[touchatrucklv@gmail.com](mailto:touchatrucklv@gmail.com)**



**APRIL 1, 2023 9:00AM - 2:00PM**

DOWNTOWN  
SUMMERLIN®





# TOUCH-A-TRUCK



**APRIL 1, 2023 9:00AM - 2:00PM**

**GREAT FAMILY  
FRIENDLY LOCATION**

DOWNTOWN  
**SUMMERLIN®**

## **PUT YOUR IMAGINATION IN GEAR AND GO!**

At TOUCH-A-TRUCK kids of all ages can climb on-board and get behind the wheel of their favorite vehicles. There will be the opportunity to explore more than 60 trucks including fire trucks, construction trucks, school busses and more! There will be lots of entertainment and activities for the whole family to enjoy!

**\$6 PER PERSON IN ADVANCE AT [WWW.TOUCHATRUCK.COM](http://WWW.TOUCHATRUCK.COM)**

**\$10 PER PERSON AT THE DOOR - CHILDREN UNDER 2 ARE FREE**

