

TRUCK-A-PALOOZA

Desert Sky Park



2,000
Estimated Attendance



Truck-A-Palooza is a fun-filled event for the neighborhood to get up close and explore the vehicles they've seen in movies, books, and just driving around town. From fire trucks and ambulances to backhoes and bulldozers, Truck-A-Palooza has them all!

In addition to being a family-friendly, no fuss, no food, no fee event, Truck-A-Palooza patrons will have a chance to meet first responders and other working professionals in a safe, positive environment. From 9am -10:30 am, flashing lights and sirens will be put on hold for children with special needs to experience Truck-A-Palooza in a calmer way.

Calendar of Events

February 1, 2020
9:00 a.m. - 1:00 p.m.

SPONSOR BENEFITS

“Big Rig” Title Sponsor: \$5,000

- On-site Booth Space (Canopy, Table and 2 Chairs)
- The opportunity to provide company information in the event “Goody Bag” Inserts
- Live MC Announcement - Sponsorship Recognition
- Sponsor Logo on Event Promotional Material listed as the title or “naming” sponsor of the event
- Sponsor Logo and Link to company website listed on the Event Webpage
- Sponsor logo on all event related paid marketing (press releases, advertising, signage, banners, broadcast, online and social media, etc.)
- Sponsorship Recognition in Event Promotional Video/Ad
- Sponsor Recognition in Event Social Media Posts (Facebook - 12K+ Followers, Twitter - 2K+ Followers & Instagram - 2K+ Followers)
- Sponsorship Recognition in Direct E-mail Blasts (5K+ List)
- The option to display company signage on banners, signage, or promotional boards at the event.
- The option to display a company vehicle at the event for the patrons to interact, play on and photograph.

“Hard Hat” Sponsor \$2,000

- Sponsor name or logo printed on the front of 1,000 children's giveaway plastic toy hats, either fire fighter or construction worker (deadline December 23, 2019).

“Tons-A-Trucks Activity” Sponsor \$1,500

- Company name printed on 1,000 “Tons of Trucks” activity/ coloring books and crayons to hand out to the kids: \$1,500 each (deadline December 23, 2019).

“Family Safety Pack” Sponsor-\$1,500

- Company name printed on 1,000 Children's ID Kits to be provided to participants at the event.

“Goodie Bag” Sponsor- \$1,000

- Company logo printed in full color on 1,000 reusable tote bags that kids can carry their event souvenirs home in. (deadline December 23, 2019).

“Truck Stop Diner” Sponsor -\$500

- Provide meal tickets for our hard-working Touch-A-Truck drivers and event volunteers.

“Tow Truck” Sponsor \$200 (“Booth Vendor” or “Vehicle Exhibitor”)

- On-site Booth Space (Table and 2 Chairs) OR the option to display a company vehicle at the event for the patrons to interact, play on and photograph.