

## What is Touch-A-Truck?

Touch-a-Truck is a family friendly event that allows children and guests to see, touch and learn about a variety of vehicles and how they operate. The single site with up to 50 vehicles & 20+ aircraft will give guests the opportunity to see first-hand how different utility vehicles like, dump trucks, excavators, fire trucks, cement mixers, cherry pickers and many others operate and how they service the community. And new this year we have partnered with the Orange County Pilots Association to include planes, helicopters, hot air balloons and classic cars.

A fun, educational "hands on" experience for all ages.

## Why Sponsor Touch-A-Truck?

This is a county-wide event that is being promoted to every family in Orange County. Last year's event had over 4,000 attendees, which offers great exposure for your business. With the change in venue and the addition of the Aviation Expo this year, we expect attendance to increase dramatically. Don't miss out on this great marketing opportunity for a great cause. We look forward to your participation in this year's Touch-a-Truck Event.

## Why Orange County United Way?

United Way focuses on what matters most, addressing the underlying causes of pressing issues. Our programs create lasting change by preventing problems from happening in the first place.

United Way understands that critical social issues are not limited to any one neighborhood or family. That's why we work across Orange County to improve lives and build stronger communities.

Orange County United Way funds programs and projects that help children and youth succeed, promote financial stability, and promote health and well-being. United Way also provides Targeted Care grants for projects that positively impact the community.

Orange County United Way works with local nonprofit organizations in your community to provide lasting, positive change for your family, your friends and your neighbors. When you support Orange County United Way you support those you care about most.



30 Scotts Corners Drive, Suite 102  
Montgomery, New York, 12549  
(845) 457-4774 [www.uwoc.org](http://www.uwoc.org)



Orange County  
United Way

presents

# Touch-A-Truck

Featuring The Orange County Pilots Association's

*AVIATION EXPO*



**Saturday May 14, 2011**

**Orange County Airport  
Montgomery, NY**

# Touch-A-Truck Sponsorship Opportunities

## Big Rig Presenting Sponsor \$5,000

- Company name on all Radio & TV PSA's
- Media Publicity - Photo with Coloring Contest winner and County Executive
- (2) 10' x 10' booth areas to showcase company and sell materials
- Company Name on all Marketing and PR related materials
- Prominent placement of Company name on T-shirt
- Company Logo on website for one year
- Photo opportunity at Press Conference
- Full color logo/company name on day of event brochure cover & poster
- Acknowledgement as presenting sponsor on day of event
- Company name on thank-you ad
- 20 complimentary tickets

## Steam Roller Sponsor \$3,000

- Company Name on all Marketing and PR related materials
- Company Logo on website for one year
- Company name on T-shirt (Prominent)
- (2) 10' x 10' booth areas to showcase company and sell materials
- Full color logo on day of event brochure & poster
- Acknowledgement as sponsor on day of event
- Company name on thank-you ad
- 12 complimentary tickets

## Bull Dozer Sponsor \$1,500

- Company Name on some Marketing and PR related materials
- Company name on T-shirt
- Company name of website
- Company name on day of event poster
- (1) 10' x 10' booth area to showcase company and sell materials
- Acknowledgement as sponsor on day of event
- Company name on thank-you ad
- 8 complimentary tickets

## Crane Sponsor \$1,000

- Company name on T-shirt
- Company name on website
- Company name on day of event poster
- (1) 10' x 10' booth area to showcase company and sell materials
- Company name on thank-you ad
- 6 complimentary tickets

## Tow Truck Sponsor \$500

- Company name on T-shirt
- Company name on website
- Company name on thank-you ad
- 4 Complimentary tickets

## Tractor Sponsor \$250

- Company name on T-shirt
- Company name on thank-you ad
- 2 Complimentary tickets

# Touch-A-Truck Sponsor Intent

Please complete the form below to confirm your participation in the Orange County United Way's fourth annual Touch-a-Truck family fun event on Saturday May 14, 2011.

Return by mail to :  
Orange County United Way  
30 Scott's Corners Drive, Suite 102,  
Montgomery, NY 12549  
or email the information requested below to  
jwittenberg@uwoc.org

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*Company Name*

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*Contact Name*

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*Contact Title*

---

*Business Address*

---

*City/State/Zip*

---

*Business Telephone*

---

*Business Fax*

---

*Mobile Telephone*

---

*Contact Email*

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*Sponsor Level*

Check Yes ( ) No, Bill me ( )  
enclosed? Please make checks payable to:  
Orange County United Way