



TOUCH A TRUCK

VIEW THE VEHICLES

Safety vehicles, construction trucks, heavy equipment & more



PLACE

Saranac Lake Civic Center
213 Ampersand Ave, Saranac Lake



WHEN

September 15 @ 10am-2pm
Quiet time (no truck sirens): 10-11am

Pre-Sale Tickets:
\$5 or \$20 w/t-shirt
Day of Tickets: \$8

Look inside + explore some of the coolest vehicles from local first responders, municipalities, contractors and businesses! Plus, Food Vendors, Fun & Activities

SPONSORSHIP OPPORTUNITIES AVAILABLE



213 Ampersand Avenue, Saranac Lake
More details - saranaclakeciviccenter.org

TOUCH A TRUCK

FUNDRAISER FOR THE NON-PROFIT SARANAC LAKE CIVIC CENTER

Sponsorship Opportunities

Sponsor Benefit	GENERATOR \$125	FORKLIFT \$250	EXCAVATOR \$750	BIG TRUCK \$1,500	BULLDOZER \$2,500	HEADLINER \$5,000
Name on Event Website + admission tickets	X 2 tickets	X 2 tickets	X 5 tickets	X 10 tickets	X 15 tickets	X 15 tickets
Recognition on event t-shirt <small>Deadline to be included on shirt: 8/15/24</small>	Name	Name	Small logo	Med Logo	Lrg Logo	Feature logo
Thank you social media post		X	X	X	X	X
Vendor Table at event			X	X	X	X
Name in press releases / posters				X	X	X
Introductory Social Media Post				X	X	X
Business logo/message on a zone banner <small>Zones are the areas where similar vehicles are situated at the event</small>				X	X	X
Business logo in all media and featured partner on event website						X

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SPONSORSHIP AGREEMENT / PAYMENT

Company name: _____

Address: _____

Contact name: _____ Signature: _____

Phone: _____ Email: _____

Website: _____

Company Facebook
and/or Instagram
handles: _____

Sponsorship Options - select which option(s)

- Generator ☐ \$125
- Forklift ☐ \$250
- Excavator ☐ \$750
- Big Truck ☐ \$1,500
- Bulldozer ☐ \$2,500
- Headliner ☐ \$5,000
- Participating Vehicle ☐ No donation required

Date: _____

Total Cost: _____

☐ Check Enclosed

Payment Information

Mail a check to

Saranac Lake Civic Center, Touch A Truck
PO Box 1040, Saranac Lake, NY 12983
or email info@saranaclakeciviccenter.org



Saranac Lake Civic Center is a 501(c)(3) nonprofit organization (tax identification #: 14-1695912).

Contributions are tax deductible to the extent allowed by law.

Send high resolution artwork/logo info@saranaclakeciviccenter.org in file format of .jpg, .pdf, .eps .png, .tif.



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SPONSORSHIP BENEFITS

Option	Details
Name on Event Website	Your business logo/message as a participating sponsor on the event website. Every sponsor will receive this option.
Thank you social media post	Dedicated thank you post to each sponsor on the SLCC Facebook/Instagram (one post per sponsor).
VendorTable	Dedicated 8' table to set up information about your business on-site at the event.
Zone Sponsor	Inclusion of your business logo/message on a zone banner. Zones will be the areas where similar trucks/equipment/etc are placed on-site. Zones will include Safety Vehicles, First Responders, Big Dig, Trucks, Specialty, etc. Includes vendor table.
Press Releases/Event Flyers	Inclusion of your business name as a sponsor within pre-event press releases and event flyers.
Intro Social Media Post	Social Media Posts on the SLCC Facebook/Instagram accounts featuring/highlighting business offerings, attributes, etc
Sponsorship naming for special activity	In addition to the main appeal of the event (touching 'trucks!'), the Big Truck sponsorship helps fund activities such as balloon animals, face painting, etc



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VEHICLE PARTICIPANT FORM

Company /
Organization:

Address:

Contact name:

Signature:

Phone:

Email:

Website:

Facebook and/or
Instagram handles:

About your vehicle

Type of Vehicle:

Description of Vehicle (Include height, width, length when it's set up):

Name of Person(s) to accompany vehicle:

Contact Phone on Day of Event:

By signing this form, participant release and discharge Saranac Lake Civic Center, and anyone connected with the management of this event, of any and all damages, losses, injuries, judgements or claims sustained by them or their vehicle or personal property.

Signature/Date:

Mail form to -

Saranac Lake Civic Center, Touch A Truck
PO Box 1040, Saranac Lake, NY 12983
or email info@saranaclakeciviccenter.org





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SPONSOR & VEHICLE PARTICIPANT GUIDELINES

- Sponsor levels that have a vendor table and vehicle participants may bring banners, signage, and decorations to promote their business.
- Promotional materials appropriate for children, such as stickers, stamps or small toys, are strongly encouraged. The Saranac Lake Civic Center (SLCC) shall not be held responsible for any loss or damage to vendor property.
- Sponsor grants permission to SLCC to take photographs or record videos of vendor and/or display during the event for the strict purpose of promotion and publicity of the event and/or SLCC.
- Sponsors, vehicle participants and their representatives shall conduct themselves in a manner that is appropriate for the family-oriented event, which includes but is not limited to no smoking, no profanity, no display of inappropriate, potentially controversial, political content or clothing. If there is a question about the appropriateness, please contact the Saranac Lake Civic Center prior to the event.
- **Additional Guidelines for Vehicle Participants -**
 - One adult representative must be present during the event to supervise the vehicle(s) on Sunday, September 15, 2024.
 - Vehicle participants may arrive on Saturday, September 14, between 1:00 pm and 4:30 pm, or Sunday, September 15 before 8:30 am.
 - Vehicles requiring special accommodations, such as a large turning radius, will be asked to arrive early during event set-up. Vehicles are expected to stay the entire length of the event and may not leave until the event's conclusion, unless otherwise agreed to in advance.
 - During the low sensory/quiet hour, vehicle participants will comply with a no horn policy. Vehicle space placements are determined by the Saranac Lake Civic Center.