

2026

Sponsorship and Participation Packet



Saturday, April 18, 2026
9:00 am – 4:00 pm
at Balestrieri Family Farm



JUNIOR LEAGUE OAKLAND-EAST BAY

ABOUT US

The Junior League of Oakland-East Bay (JLOEB) is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

EMPOWERING WOMEN LEADERS

As a volunteer training organization, JLOEB prioritizes leadership development. Through workshops, mentorship, and hands-on projects, our members gain the skills to:

- Build partnerships and manage impactful programs
 - Advocate for critical issues in our community
 - Lead with confidence in their personal and professional lives
-

EVENT IMPACT

JLOEB hosts an annual Touch a Truck event to fundraise for its programming and Community Enrichment Grants.

JLOEB awards up to \$6,000 annually to two nonprofits who serve Alameda or Contra Costa counties. These grants are for projects that are consistent with and in furtherance of our vision of "Women Building Better Communities by supporting organizations that focus on women and children."

Our 2025 grant recipients were Shelter Inc., and Oakland Elizabeth House.

To learn more about our organization, please visit: jloeb.org

EVENT DETAILS

2026 Event

To be held at Balestrieri Family Farm in Briones, CA on April 18, 2026 from 9:00 am – 4:00 pm.

Two Sessions

9:00 am – 12:00 pm
1:00 pm – 4:00 pm

Touch a Truck is a hands-on family event that allows children to explore unique and exclusive vehicles of all types up close and in one place! From public service emergency vehicles, land movers, and utility trucks, we give kids the chance to honk horns, push buttons, and have fun!

Children get to touch their favorite vehicles, get behind the wheel, and meet the people who help to build, protect, and serve our community.

Activities

Food Trucks Activity Tables
Wine Tasting Raffle Prizes
Farm Animals Bounce House

Tickets

\$20 for Adults & Children
Children under 2 FREE

More info and tickets available at: jloeb.org/truck

2025 Event Stats



\$25,000 Raised



969 Guests



55 Volunteers



9 Sponsors



21 Vehicles



Countless Smiles



ABOUT THE VENUE

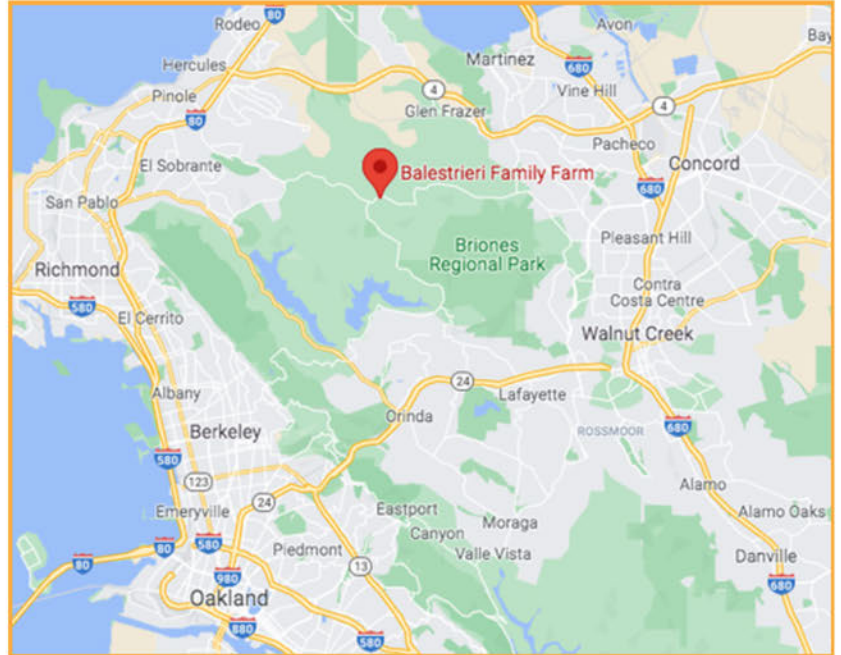
Balestrieri Family Farm is a small, family run farm located in the beautiful hills of Briones in Contra Costa County. With olive trees and grapes, the farm produces wonderful wines, olive oils, honey, and more!

The farm is located a short drive from downtown Martinez and is easily accessed from Interstate 680, Interstate 80, and Highway 24.



**6140 Alhambra Valley Road
Briones, CA 94553**

- 20 min from Walnut Creek, Lafayette, and Martinez
- 20 min from Richmond, Pinole, and Hercules
- 30 min from Oakland and Berkeley



SPONSORSHIP OPPORTUNITIES

Your sponsorship ensures that JLOEB can continue to address East Bay's most pressing challenges while training the next generation of community leaders. Together, we can achieve a lasting impact. Each sponsorship level ensures a meaningful connection to our mission and events while amplifying your brand's reach.

Monster Truck

(Title Sponsor)

\$2,500

- Promotional item in 1,000 goodie bags
 - "Presented by" tag and logo on all Touch a Truck promotion, including print, digital, web, emails, social, and press release
 - Prominent Logo display at Touch a Truck
 - Full Page Ad in Event Program/Activity Booklet
 - Logo in Event Program/Activity Booklet
 - Logo on JLOEB website/event page with link to sponsor website
 - Opportunity to host a table at Touch a Truck
 - Speaking opportunity at a General Membership Meeting
 - Recognition in JLOEB Annual Report
 - 2 Family Packs of Tickets (2 adults/2 children)
-

Steam Roller

\$1,000

- Logo in Event Program/Activity Booklet
 - Logo display at Touch a Truck
 - Opportunity to host a table at Touch a Truck
 - Logo on JLOEB website/event page with link to sponsor website
 - Dedicated recognition on JLOEB social media
 - Family Pack of Tickets (2 adults/2 children)
-

Bulldozer

\$500

- Name on JLOEB website/event page
 - Dedicated recognition on JLOEB social media
 - Family Pack of Tickets (2 adults/2 children)
-

Tow Truck

\$250

- Name on JLOEB website/event page
- Family Pack of Tickets (2 adults/2 children)

Contact VP of Fund Development Kim Sanguinetti at development@jloeb.org if you have any questions or would like to customize your sponsorship.

COMMUNICATION CHANNELS

JLOEB connects with members and the broader community through multiple communication channels, outlined below.

Email and Newsletter

JLOEB regularly communicates with 300+ active and sustainer members through bi-monthly newsletters and targeted email communications highlighting League volunteer opportunities, events, and community partners.

All Touch a Truck ticket attendees receive event updates and communications and a post-event email where sponsors are featured.

Website and Blog

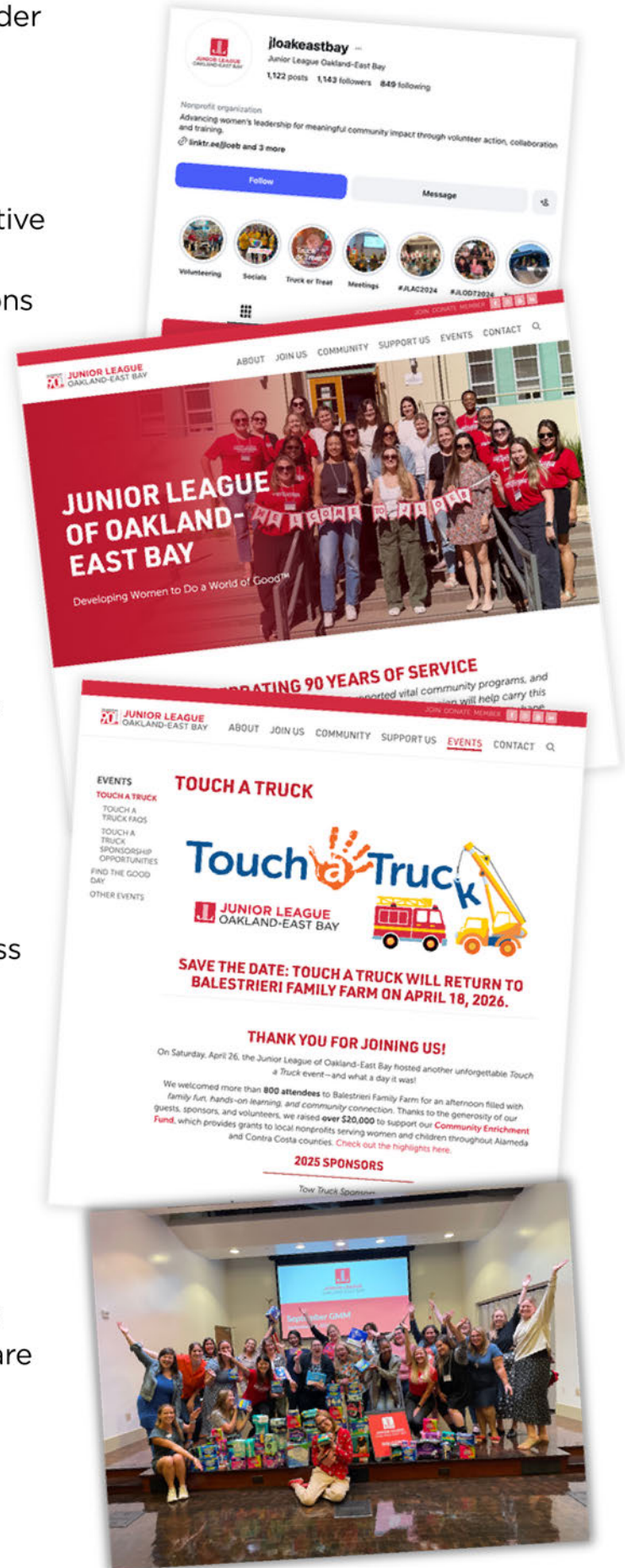
The JLOEB website features up-to-date event information, blog posts, and League news. Sponsors at all levels will be featured on the Touch a Truck event page for one year.

Social Media

JLOEB reaches members and audiences across the East Bay, Alameda County, and Contra Costa County through its social media channels. Across Facebook, Instagram, and LinkedIn, our posts reach more than 2,500 followers. Touch a Truck sponsors will be recognized across channels.

General Membership Meetings

The Junior League of Oakland-East Bay hosts quarterly meetings throughout the year that are open to all members. These gatherings often feature guest speakers from community organizations and partner nonprofits.





SPONSORSHIP COMMITMENT FORM

Complete online at tinyurl.com/sponsorTAT26 or submit this printable form.
Payment can be made online or by check.

Sponsorship Level

- | | |
|--|--|
| <input type="checkbox"/> Monster Truck (\$2,500) | <input type="checkbox"/> Tow Truck (\$250) |
| <input type="checkbox"/> Steam Roller (\$1,000) | <input type="checkbox"/> In-Kind Donations (\$100+) |
| <input type="checkbox"/> Bulldozer (\$500) | <input type="checkbox"/> Showcased Vehicle
(no donation required) |

Sponsor Information

Company Name (if applicable) _____

Contact Name _____

Mailing Address _____

City, State, Zip _____

Contact Email _____ Contact Phone _____

Company Website _____

Company FB and/or IG handles _____

Description of Offering (i.e., vehicle, in-kind, media) _____

Payment Information

Scan QR code to pay online

Pay online through the QR code **OR** mail a check to:
Junior League of Oakland-East Bay, Touch a Truck,
495 Jackson St., #1333, Oakland, CA 94607

Please return form to development@jloeb.org

Junior League of Oakland-East Bay is a 501(c)(3) nonprofit organization. Our tax identification number is 94-1316430. Contributions are tax deductible to the extent allowed by law.





PARTICIPANT INFORMATION

Sponsor Guidelines

- To guarantee listing in pre-event marketing materials, return Sponsor Payment Form and payment no later than Saturday, March 31, 2026.
- Sponsors 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 Junior League of Oakland-East Bay (JLOEB) shall not be held responsible for any loss or damage to vendor property.
- Sponsor grants permission to JLOEB 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 JLOEB.
- Sponsor 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, and no display of inappropriate content or clothing.

Vehicle Participant Guidelines

- Submit Sponsor Commitment Form, Participation Waiver, and Certificate of Insurance by April 8, 2026.
- One adult representative must be present during the event to supervise the vehicle(s) from 8:00 am – 4:00 pm on Saturday, April 18, 2026.
- Vehicle participants may arrive on Friday, April 17, between 1:00 pm and 4:00 pm, or Saturday, April 18 no later than 7:45 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.
- Vehicle space placements are determined by JLOEB.

Thank you for supporting the Junior League of Oakland-East Bay!