

MUNSTER PARKS AND RECREATION

TOUCH -A- TRUCK

JUNE 14, 2019



By the Numbers

16	Organizations
24	Vehicles
300+	In attendance
2	Sponsors

Overview

The event ran smoothly. In addition to the 16 organizations, we reached out to an additional 9 who never responded. Of those who responded and agreed to come two were no shows: Ozinga and Dr. Delivered Smiles. The Water Department did not confirm, but we were happy to have them on-site. As always, there was an added incentive for vendors, as they handed out information and product out about their company. (ex: Pepsi distributed pop while kids explored the truck.) Sponsors on-site: Westminster Preschool and Franklin Pest Solutions. Also on-site was a face painter who took donations in return of services.

New this year

We added a 30-minute sensory friendly option. We had many positive comments on Facebook and parents wanting an hour time frame next year. **New participants this year:** CBS 2, Milne Supply CO, NIPSCO, UPS and Humane Indiana. CBS 2 ran a news segment while in attendance and also advertised four times during the morning news. During the 11:00AM news, they cut back to the event 4 separate times showcasing different participants.

FINANCIAL SUMMARY

Revenue

Sponsorship	\$	210.00
Total Revenue:	\$	210.00

Expenses

Northwest Indiana Times Advertisement	\$	60.00
Total Expense:	\$	60.00

Variance (+) or (-) **\$ 150.00**



