

RVs Move America Week

SPONSORSHIP/ADVERTISING OPPORTUNITIES

RVs Move America Week is the time when RV industry colleagues come together to showcase the strength of the industry in meetings with federal policymakers across Capitol Hill, while collectively building a strategic roadmap to help define future growth of the industry. During this critical event in the industry calendar, RV Industry Association members volunteer their time attending committee meetings that range in topics from marketing, membership, and advocacy to foreign affairs and standards issues. These meetings help set the strategic direction for many of the association's programs. Then, the industry gathers for our annual advocacy event on Capitol Hill, where members meet with Congressional and Administration officials to forge relationships beneficial to business and discuss current issues affecting the industry.

Sponsorships for RVs Move America Week are available for every budget and provide a great opportunity to build brand recognition in front of top executives from the manufacturer, supplier, dealer and campground categories in the RV industry.

RVS MOVE AMERICA WEEK BY THE NUMBERS

250+

ATTENDEES

20+

COMMITTEE MEETINGS & EVENTS

175+

MEETINGS ON CAPITOL HILL

A CAPITOL EVENING DINNER AND RECEPTION | \$5,000 (EACH)

- Seat at dinner table with Celebrity Speaker
- Sponsor Mention from Emcee during Event
- 24" x 36" Sign Outside the Dinner Entrance
- Opportunity to Provide Giveaway on Tables
- Full Page Ad in Event Program (5.5" x 8.5")
- Priority Logo Placement on Event Sponsors Meter Board
- Written Mention in Event Release
- Priority Logo Placement Among Sponsors in Event Email

MONDAY RECEPTION | \$7,500 (EXCLUSIVE)

- Welcome Guests (2-3 minutes)
- 24" x 36" Sign Outside the Reception
- Branded Table Tent Signs on High Boys
- Full Page Ad in Event Program (5.5" x 8.5")
- Priority Logo Placement on Event Sponsors Meter Board
- Written Mention in Event Release
- Priority Logo Placement Among Sponsors in Event Email

**RV INDUSTRY
ASSOCIATION**

FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES CONTACT
Jeremy Greene | 571-665-5871 | jgreene@rvia.org

LUNCH SPONSOR

/\$7,500 (EXCLUSIVE: 1 SPONSOR PER LUNCH)

- Introduction of Industry/Political Speaker during either the Monday or Tuesday lunch
- Seat at dinner table with Event Speakers
- 24" x 36" Sign Outside the Lunch
- Full Page Ad in Event Program (5.5" x 8.5")
- Priority Logo Placement on Event Sponsors Meter Board
- Written Mention in Event Release
- Priority Logo Placement Among Sponsors in Event Email

RVS MOVE AMERICA WEEK

GENERAL SPONSOR / \$2,500 (EACH)

- Full Page Ad in Event Program (5.5" x 8.5")
- Secondary logo placement on Event Sponsors Meter Board
- Written Mention in Event Release
- Secondary Logo Placement Among Sponsors in Event Email

ADVOCACY DAY MOBILE APP

/\$5,000 (EXCLUSIVE)

- Branding on Open Screen and Top Banner on the App
- Logo Placement in Email Blasts promoting Advocacy Day App
- Secondary logo placement on Event Sponsors Meter Board
- Written Mention in Event Release
- Secondary Logo Placement Among Sponsors in Event Email

ADVOCACY DAY BREAKFAST

/\$5,000 (EXCLUSIVE)

- Opportunity to Provide Giveaway on Tables During Grab-n-Go Breakfast
- Secondary logo placement on Event Sponsors Meter Board
- Written Mention in Event Release
- Secondary Logo Placement Among Sponsors in Event Email

EVENT BAGS

/\$3,500 (EXCLUSIVE)

- Branded Event Bags (provided by RV Industry Association)
- Secondary logo placement on Event Sponsors Meter Board
- Written Mention in Event Release
- Secondary Logo Placement Among Sponsors in Event Email

EVENT LANYARDS

/\$3,500 (EXCLUSIVE)

- Branded Lanyards (provided by RV Industry Association)
- Secondary logo placement on Event Sponsors Meter Board
- Written Mention in Event Release
- Secondary Logo Placement Among Sponsors in Event Email

CELL PHONE CHARGER PACKS

/\$5,000 (EXCLUSIVE)

- Branded Phone Chargers (provided by RV Industry Association)
- Secondary logo placement on Event Sponsors Meter Board
- Written Mention in Event Release
- Secondary Logo Placement Among Sponsors in Event Email

EVENT PROGRAM ADS

/\$1,500 - \$2,500

- \$2,500: Back Page Ad (5.5" x 8.5")
- \$2,000: Full Page Ad (5.5" x 8.5")
- \$1,500: Half Page Ad (5.5" x 4.25")