

# 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, 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

#### CHAIRMAN'S DINNER

**/\$7,500 (EACH)**

- Opportunity to Speak (2-3 minutes)
- 24" x 36" Sign outside the Dinner Entrance
- Opportunity to provide giveaway on tables
- Company Logo added to Menu
- 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 WELCOME RECEPTION

**/\$5,000 (EXCLUSIVE)**

- Welcome Guests (2-3 minutes)
- 24" x 36" Sign Outside Entrance
- Priority Logo Placement on Event Sponsors Meter Board
- 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

**SOLD OUT**

## LUNCH SPONSOR

**/\$5,000 (EXCLUSIVE)**

- Introduction during either the Monday or Tuesday lunch
- Seating at table with 50-75 people
- Branded Table Tent Signage in Food & Beverage Area
- Opportunity to Provide Giveaway
- Half Page Ad in Event Program (5.5" x 8.5")
- Secondary Logo Placement on Event Sponsors Meter Board
- Written Mention in Event Release
- Priority Logo Placement Among Sponsors in Event Email

**SOLD OUT**

## NETWORKING BREAKFAST & BREAKS

**/\$2,500 (EXCLUSIVE: ONLY 2 REMAINING!)**

- 24" x 36" Sign in Lobby Area
- Branded Table Tent Signage in Food & Beverage Area
- Opportunity to Provide Giveaway
- Half Page Ad in Event Program (5.5" x 4.25")
- 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

**/\$2,500 (EXCLUSIVE)**

- 24" x 36" Sign in Breakfast Area
- Branded Table Tent Signage in Food & Beverage Area
- Opportunity to Provide Giveaway
- Secondary logo placement on Event Sponsors Meter Board
- Written Mention in Event Release
- Secondary Logo Placement Among Sponsors in Event Email

## EVENT LANYARDS

**/\$5,000 (EXCLUSIVE)**

- Branded Lanyards
- Secondary Logo Placement on Event Sponsors Meter Board
- Written Mention in Event Release
- Secondary Logo Placement Among Sponsors in Event Email

**SOLD OUT**

## 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")