



“Drab to Fab” RV Remodel by RVWA
in Partnership with RVTI

Sponsorship Opportunities

*-- 2007 Crossroads Zinger, modified by female volunteers,
will be raffled to support the nonprofit RVWA organization. --*

The Project: A collaboration between RV Women’s Alliance and RV Technical Institute. The build begins on weekends starting in September 2020 and continues through March 2021 at RVTI (3333 Middlebury St, Elkhart, IN 46516).

The completed RV will be unveiled at the 2021 RVWA—Girl Camper Jamboree and will be raffled off to raise funds for RVWA, an organization dedicated to fostering the next generation of RV aftermarket leaders and innovators.

Project Mission: To shine the light on women working in the recreational vehicle market and encourage more women to pursue careers in the industry.

Design concept: *The Ultimate Work-from-the-Road RV*

To follow the progress of the Drab to Fab RV Remodel, visit:

- www.rvwa.org
- www.drabtofab.org- goes live Oct 1st
- YouTube channel and other social media outlets



RVWA Drab to Fab RV Remodel Fact Sheet

- Organizer:** RV Women's Alliance (RVWA)
- Vehicle:** 2007 Crossroads Zinger
- Designer:** Lisa Chapman & Sarah Raymond
- Marketing:** Huebner Integrated Marketing
- Timeline:** October 2020 – March 2020: RV Technical Institute (3333 Middlebury St, Elkhart, IN 46516)
- RVWA Mission:** To unite, inspire, recruit, and develop a more diverse workforce by supporting women through education, resources, and opportunities.
- RVTI Mission:** Improve the RV consumer experience by reducing repair event cycle times and aggressively solving the RV Industry's shortage of trained technicians.

Opportunities for Sponsorship are:

Gold Project Sponsor: \$25,000 AIRXCEL

- Listed throughout the project as our Gold Sponsor
- Logo on T-shirt that will be worn by all participants on-site
- Wheel Cover in rear of RV printed with your logo
- Video about your company throughout the project - To be posted on social media and media outlets.
- Your products get chosen over any competitor products (if applicable/designer choice)
- Access to assets like images, video footage, and press release information to use in your own social media
- Highlighting the "Women" of Airxcel working on the RV/sharing stories on their job/experiences in the RV Industry. "Why Work Here" - RVWA campaign. - Anyone who comes to the build can be featured
- Spokesperson on site during installation
 - This person can help guide installation
 - This person can speak to features/benefits of the product you provide
 - Ability to video your own product being installed (limited because of the secrecy of the design)
- Main Video to be professionally produced with your company recognized as Gold Sponsor
- "Drab To Fab" signed (by participants) story placed inside of RV featuring your logo
- Product placement at the March RVWA—Girl Camper Jamboree (expected attendance 700) at no charge where the unit will be debuted
- Marketing (2) two-page spread in our Event Brochure for above Jamboree
- Logo with link on our dedicated webpage for this project
- Product listing of each product used with a link to where the consumer can buy listed on webpage
- Opportunity to be seen on local and national coverage of the event
- Marketing Plan for ROI and audiences - being developed and will be shared with your team soon

Silver Project Sponsor: \$15,000 PATRICK INDUSTRIES

- Listed throughout the project as our Silver Sponsor
- Logo on a water bottle that will be given and used by all participants on-site
- Video about your company throughout the project - To be posted on social media and media outlets
- Your products get chosen over any competitor, besides Gold Sponsor, products (if applicable/designer choice)
- Access to assets like images, video footage, and press release information to use in your own social media
- Highlighting the “Women” of Patrick Industries working on the RV/sharing stories on their job/experiences in the RV Industry. “Why Work Here”- RVWA campaign. - Anyone who comes to the build can be featured
- Spokesperson on site during installation
 - This person can help guide installation
 - This person can speak to features/benefits of the product you provide
 - Ability to video your own product being installed. (limited because of the secrecy of the design)
- Main Video to be professionally produced with your company recognized as Silver sponsor
- “Drab To Fab” signed (by participants) story placed inside of RV featuring your logo
- Product placement at the March RVWA—Girl Camper Jamboree (expected attendance 700) at no charge where the unit will be debuted
- Full page ad in our Event Brochure for above Jamboree
- Logo with link on our dedicated webpage for this project
- Product listing of each product used with a link to where the consumer can buy listed on webpage
- Opportunity to be seen on local and national coverage of the event
- Marketing Plan for ROI and audiences - being developed and will be shared with your team soon

Product Sponsor: \$2,500 + donation of product

- Spokesperson on site during installation
 - This person can help guide installation
 - This person can speak to features/benefits of the product you provide
- Access to assets like images, video footage, and press release information to use in your own social media
- Listed as a Product Sponsor on our dedicated webpage for this project
- Product listing of each product used with a link to where the consumer can buy - listed on webpage

Team Support Sponsorship: \$1,500 (15 Available)

- Show your support to the women each weekend
- You will be highlighted that weekend as the “Champion of Women” on all our video/print/social media
- Breakfast, lunch, drinks, and snacks will be sponsored by you

Support RVWA Drab to Fab - Sticker Logos: \$500 per location

- Show your dealership's support of women in the RV Industry and inspire your customers to update their RV's with products and services from your dealership
 - Window Cling Decals
 - “Drab To Fab” Shelf talkers to hang by products that customers can purchase to personalize their RV
- You will also get the “Drab to Fab” story to share with your customers

Contact Information:

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