



SILENT AUCTION SPONSORSHIPS

Sponsorships benefit the PRV Political Action Committee



55TH ANNUAL

Hershey

AMERICA'S LARGEST RV SHOW®

SEPTEMBER
11-15, 2024

GIANT CENTER™ Hershey, PA

55TH ANNUAL

Hershey AMERICA'S LARGEST RV SHOW®

SEPTEMBER 11-15, 2024

GIANT CENTERSM, Hershey, PA

2024 SILENT AUCTION SPONSORSHIPS/ DONATIONS

DEADLINE: AUGUST 9, 2024



Support Pennsylvania's RV Industry with your Silent Auction product donation. All proceeds from the auction support the PRV Political Action Committee (PAC) Fund, which helps the association donate to the lawmakers who have an understanding of RV dealerships, manufacturers, campgrounds and affiliated businesses and their role in supporting the Commonwealth's economy.

Who We Are

PRVCA is a statewide trade association focusing on education and promotion of the RV and camping industry. The RV industry accounts for \$726.5 million in direct economic output for Pennsylvania.

Our services include:

- Free or reduced cost business training to help our members offer high quality service through educated managers, supervisors and skilled technicians.
- Advocacy and monitoring legislative activity for the RV and camping industry.
- We showcase the industry at Hershey America's Largest RV Show® — a one-stop shopping experience with RVs, campgrounds, services, accessories and more! Seminars to educate consumers on buying RVs, maintaining an RV and the RV lifestyle. More than 45,500 people attended the 2023 show and many purchased RVs, booked RV destinations and campgrounds, and bought RV and camping products. Other attendees left the show armed with the knowledge to help them select an RV or related product in the future. Interest in RVing and camping is high.
- We provide resources to assist consumers in finding their local dealers and campgrounds. Our *EXPLORE Pennsylvania* magazine (45,000+ print circulation) also lists our dealers and campground members and promotes the industry. In addition, our social media accounts and newsletters have reached many more members and consumers.

**SUPPORT THE PRV PAC by Donating to the Silent Auction, September 9-13, 2024.
The auction will be held online through [BiddingOwl.com](https://www.biddingowl.com).**

For questions about the Silent Auction sponsorship, contact [Daniel Jusko](mailto:daniel.jusko@prvca.com) at 717.303.0295.

2024 SPONSORSHIP PACKAGES

GOLD SUPPORTER **\$1,500+**

(Product Value
or monetary
donation)

- ✓ 1/4 page ad in the show program book (\$770 value)
- ✓ Video Board ad on Monday & Tuesday (\$220 value)
- ✓ Logo listed on the Bidding Owl App
- ✓ Acknowledgement in the industry program book
- ✓ Logo acknowledgement on a poster during industry days
- ✓ Featured ad on Facebook and Instagram

SILVER SUPPORTER **\$500-**

\$1,499

(Product Value
or monetary
donation)

- ✓ 1/8th page ad in the show program book (\$385 value)
- ✓ Video Board ad on Monday & Tuesday (\$220 value)
- ✓ Logo listed on the Bidding Owl App
- ✓ Acknowledgement in the industry program book
- ✓ Logo acknowledgement on a poster during industry days

BRONZE SUPPORTER **\$499**

& Below

(Product Value
or donation)

- ✓ Logo listed on the Bidding Owl App
- ✓ Acknowledgement in the industry program book
- ✓ Logo acknowledgement on a poster during industry days

America's Largest RV Show® Program & Directory Guidelines

- RV Dealers can advertise their Pennsylvania & out-of-state locations, if applicable, in their ads.
- Dealers & Manufacturers must be exhibiting in the America's Largest RV Show® to receive an ad in the show program. They will be recognized in the industry program as a supporter.
- All PRVCA regions are permitted to advertise, but CAN NOT mention their regional shows in the ad.
- All ads will be reviewed and objectional copy will be changed at the request of PRVCA.
- Advertisers may promote special events, but not the the same dates as Hershey America's Largest RV Show®.
- Ad may not mention "Don't buy until...," "Wait before you buy...," or any other copy that suggests waiting until after Hershey America's Largest RV Show®.
- Verbiage referencing your location during the show, if you are a Dealer or Manufacturer, should read your Block Number.
- Verbiage referencing your location during the show, if you are a product or service supplier, should read your Booth Number.
- No advertising or promoting your company or products outside of your display.

Print Advertising Requirements

Quarter page ad: 3.875" wide x 5" high or 7.25" wide x 2.5" high

Eighth page ad: 3.875" wide x 2.5" high

Deadline: August 9, 2024

Images

Image Resolution is 300 dpi. Lower resolutions will result in poor quality. Artwork enlarged over 100% may result in an effective resolution of less than 300 dpi. All image files should be in high-resolution PDF format. Artwork taken from the Internet is not typically acceptable since its resolution is 72-96 dpi and is unsuitable for print. All files must be built at 300 dpi or higher.

Fonts

All fonts must be outlined or embedded within your high-resolution PDF.

Color

All full color ads must be in CMYK format. Any RGB and/or Pantone colors will be converted. We cannot guarantee color accuracy for converted images. All black and white ads must be in grayscale or bit-mapped formats. Any color found in black and white ads will be converted.

Advertising is also available separately from the sponsorships.

Questions? Contact Elizabeth Peroni, 717-303-0295 or 717-982-1248 (cell). Email: elizabeth@prvca.org.

Click the link below to commit to a sponsorship.

<https://prvca.memberclicks.net/2024-silent-auction-donation>