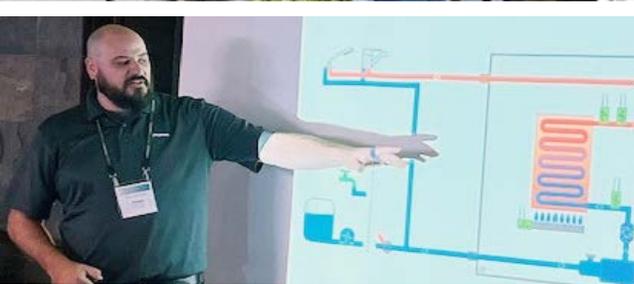




SPONSORSHIPS TO MAXIMIZE YOUR SHOW EXPOSURE



55TH ANNUAL

Hershey

AMERICA'S LARGEST
RV SHOW®

**SEPTEMBER
11-15, 2024**

GIANT CENTERSM, Hershey, PA

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Hershey AMERICA'S LARGEST RV SHOW®

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GIANT CENTERSM, Hershey, PA

Our packages allow you to maximize the value of your sponsorship support across all PRVCA print, digital and event opportunities. We look forward to partnering with you to help engage your potential customers.

DEADLINE: AUGUST 9, 2024



Increase Your Brand Recognition & Support the RV Industry

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.

SAVE MONEY & MAXIMIZE YOUR EXPOSURE WITH A SPONSORSHIP PACKAGE.

For questions about PRVCA sponsorship and advertising opportunities, contact [Elizabeth Peroni](#), Communications Director, at 717.303.0295 or 717.982.1248 (cell).

2024 SPONSORSHIP PACKAGES

PRVCA membership or participation in America's Largest RV Show® is required to sponsor. Dealers/Mfrs. are required to be participating exhibitors in the show to sponsor.

PLATINUM

\$8,500
(\$9,575+ value)

- ✓ Two-page ad spread in the show program (\$2,700 value)
- ✓ Logo listed on show entrance sign (\$1,200 value)
- ✓ Show Video Board Ad or 30 second Video (\$550 value)
- ✓ Show Ad - Circular Ribbon under video board (\$825 value)
- ✓ Show Website Ad (\$1,000 value)
- ✓ Interactive banner ad on the Show mobile app (\$300 value)
- ✓ Recognition post on Show social media
- ✓ Facebook live post during the show - RV or product tour
- ✓ Sponsor mention in Show press releases and on social media
- ✓ 2-Full page Ads in 2025 EXPLORE Pennsylvania magazine
Publication distributed in January 2025 (\$3,000)
- ✓ Scavenger hunt QR code placement

GOLD

\$5,500
(\$6,025 value)

- ✓ Full page ad in the show program (\$1,500 value)
- ✓ Logo listed on show entrance sign (\$800 value)
- ✓ Show Video Board Ad, select 3-days (\$330 value)
- ✓ Circular Ribbon under video brd., 3-days (\$495 value)
- ✓ Show Website Ad (\$1,000 value)
- ✓ Interactive banner ad on the Show mobile app (\$300 value)
- ✓ Full page Ad in 2025 EXPLORE Pa. magazine
Publication distributed in January 2025 (\$1,600 value)
- ✓ Sponsor mention in Show press releases and on social media

SILVER

\$3,000
(\$3,300 value)

- ✓ Half page ad in the show program (\$950 value)
- ✓ Logo listed on show entrance sign (\$800 value)
- ✓ Show Video Board Ad, select 2-days (\$220 value)
- ✓ Circular Board select 2-days (\$330 value)
- ✓ Logo listed as a sponsor at the annual meeting
- ✓ Half page Ad in 2025 EXPLORE Pennsylvania magazine
Publication distributed in January 2025 (\$1,000 value)
- ✓ Sponsor mention in Show press releases and on social media

BRONZE

\$1,800
(\$2,170 value)

- ✓ Quarter page ad in the show program (\$770 value)
- ✓ Logo listed on show entrance sign (\$600 value)
- ✓ Quarter page Ad in 2025 EXPLORE Pennsylvania magazine
Publication distributed in Jan. 2025 (\$800 value)
- ✓ Sponsor mention in Show press releases and on social media

RV GIVEAWAY (Sponsor provides the value)

RV giveaway must be a joint giveaway with a manufacturer and a dealer. There can be more than one giveaway, but they must be different types of RVs.

- ✓ Donate a new RV to be displayed at the show (Drawing is held at the end of the show and will be announced on the largestRVshow.com website and on social media.)
- ✓ Promotion on the Show website
- ✓ Promotion on the Show social media
- ✓ Giveaway Ad with your logo in the Show Program
- ✓ TV commercial promoting show to include giveaway
- ✓ Show signage and video board

TRANSPORTATION SPONSOR

\$3,500-\$5,000

Sponsor the bus transportation for attendees from the Hershey Campground and Dry Camping to the show. Your logo/message appears on a sign in the buses traveling to and from the show.

- ✓ Your logo printed on a sign located inside the bus windshield
- ✓ Your logo printed on the bus stop signs
- ✓ Promotion on the Show website & social media
- ✓ Show signage and video board
- 9/11, 9/12 & 9/13, 2024 \$3,500
- 9/14 & 9/15, 2024 - \$5,000

Silver or Bronze: Upgrade your sponsorship to include our Sponsor Module on the Mobile App for \$100

- ✓ Mobile App Sponsorship listing separately **\$300** members or **\$500** non members (640 x 240 px) - Large or Thumbnail logo (120 x150 px)

PRODUCT GIVEAWAY

Sponsor provides the value - Minimum \$1,500

- (Drawing is held at the end of the show and will be announced on the largestRVshow.com website & on social media)
- ✓ Donate product package to be displayed at the show
 - ✓ Promotion on the Show website
 - ✓ Giveaway Ad with your logo in the Show Program
 - ✓ Show signage and video board

55TH ANNUAL



presents

Hershey
AMERICA'S LARGEST
RV SHOW®

SEPTEMBER 11-15, 2024

GIANT CENTERSM, Hershey, PA

DEADLINE: AUGUST 9, 2024

2024

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Previous year's sponsor has first right of refusal for limited sponsorships.

PRVCA membership or participation in America's Largest RV Show® is required to sponsor. Dealers/Mfrs. are required to be participating exhibitors in the show.

BAGS

One mfr./dealer & one booth sponsor per day
(Sponsor provides the value - daily allotment)

- ✓ Sponsor provides eco-friendly (reusable bags) bags for attendees
- ✓ PRVCA Presents "Hershey America's Largest RV Show" logo with 2025 dates required on both sides of the bag
- ✓ All artwork must be approved by PRVCA
- ✓ Bags are to be available at all gates until they run out of the daily allotment.

GOLF CART TAXI

(\$2,500) One sponsor only

Golf carts provide transportation around the show and into the parking lots.

- ✓ Your logo on the cart signage, including front static cling with booth #
- ✓ Your logo on the sponsorship materials

SEMINAR SPONSORSHIPS

(\$275 industry; \$500 Public)

- ✓ Sponsor seminars on industry days or public days
- ✓ Your logo or artwork will be featured on all signage for the seminars.
- ✓ Your logo featured on the program listing; on the website & mobile app.

SCAVENGER HUNT PRIZES

(Prize Donations)

Help us grow this fun hunt to drive people to your booth.

- ✓ Sponsor the prizes for the scavenger hunt.
Small prize for the first 100 participants every day.
- ✓ All platinum sponsors and prize sponsor will receive a QR code to attach to a particular product in their display.
- ✓ Sponsor acknowledgment on show signage and in the program book
- ✓ Donate a significant prize to be a stop in the hunt.

DIGITAL ADVERTISING



CONCOURSE RIBBON LOOP

(\$825 per day)

- ✓ Video ribbon loops around the Giant Center concourse in a continuous circle. (17664 x 40 px)

VIDEO BOARD

(\$110 per day)

- ✓ Ad posted on large overhead area board with multiple smaller screens strategically placed around the arena. (1920 x 1080 px)

CIRCULAR RIBBON UNDER VIDEO BOARD

(\$165 per day)

- ✓ Ad ribbon runs in a continuous loop around the large overhead video board. (2912 x 96 px)

SHOW APP AD

(\$300 members; \$500 non members)

- ✓ Banner ad 600 pixels x 110 pixels
- ✓ Advertise your booth number to bring attention to your company.

More than 45,500 consumers attended the 2023 America's Largest RV Show® in Hershey.



Pennsylvania Recreation Vehicle and Camping Association Show and Directory Guidelines

- RV Dealers can advertise their Pennsylvania and -of-state locations, if applicable, in their ads.
- Dealers & Manufacturers must be exhibiting in the America's Largest RV Show® to participate.
- All PRVCA regions are permitted to advertise, but CAN NOT mention their regional shows in the ad.
- All ads will be reviewed and objectionable copy will be changed at the request of PRVCA.
- Advertisers may promote special events, but not 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

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

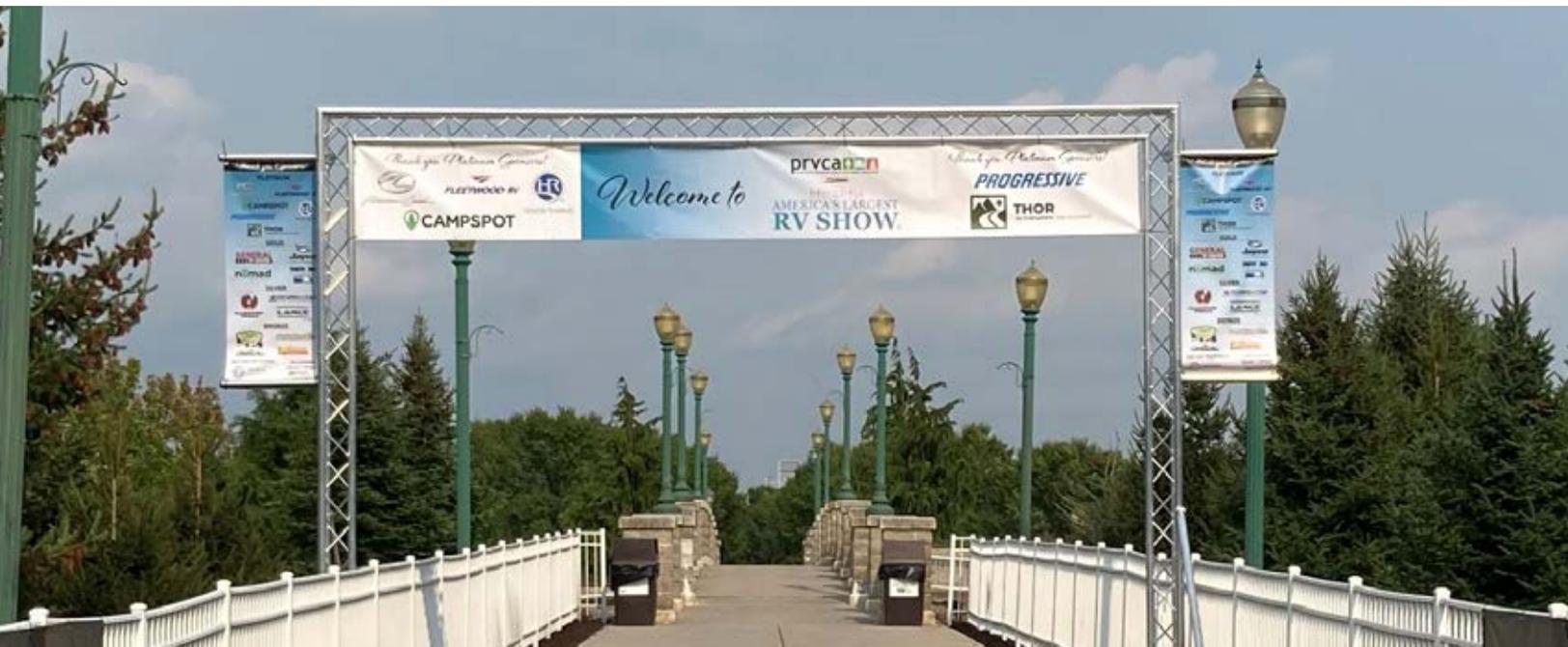
All full color ads must be in CMYK format. Any RGB and/or Pantone colors will be converted. We cannot guarantee color accuracy for converted images. All black and white ads must be in grayscale or bit-mapped formats. Any color found in black and white ads will be converted.

Advertising is also available separately from the sponsorships.

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

Sponsor Level **BENEFITS**

Benefits	Platinum (\$8,500)	Gold (\$5,500)	Silver (\$3,000)	Bronze (\$1,800)
Signage	✓	✓	✓	✓
Entrance Banners				
Giant Center Banner	✓	✓	✓	✓
Print	✓	✓	✓	✓
Show Program Ad	2-page Spread	Full Page	Half Page	Quarter Page
Show Program List	✓	✓	✓	✓
Explore PA Magazine	2-page Spread	Full Page	Half Page	Quarter Page
Press Release Mention	✓	✓	✓	✓
Digital	✓			
Website Ad				
Sponsor listing	✓	✓	✓	✓
Social Media				
Facebook Post	✓	✓		
Facebook Live	✓			
Instagram Post	✓	✓		
Electronic Boards				
Video Board Ad	✓	✓ 3-days	✓ 2-days	
Circular ribbon ad	✓		✓ 2-days	
Show App Ad	✓	✓		
Scavenger Hunt				
QR Code Placement	✓			



Fill in this form & pay online (or request an invoice): <https://prvca.memberclicks.net/2024-sponsorship-reservation-form>

2024 Sponsorship Reservation

Deadline: August 9, 2024

Contact Name _____

Phone () _____ Email _____

Billing Contact Information

Name _____

Address _____

City _____ State _____ Zip _____

Phone () _____ Email _____

Name on Card _____ Card # _____

Card Type: Visa MasterCard Discover (AMEX is not accepted) Exp. _____ Security code _____ **Total** _____

Please send an invoice

Note: PRVCA can only accept \$5,000 a year in credit card payments. Once you have surpassed the \$5,000 limit, all payments must be made via check.

Mail to: **PRVCA**, 4000 Trindle Road, Camp Hill, PA 17011

Sponsorship: I will sponsor America's Largest RV Show® at the following level:

DEADLINE: AUGUST 9, 2024

PLATINUM LEVEL (\$8,500)

- ✓ Two-page ad spread in the show program (\$2,700 value)
- ✓ Logo listed on show entrance sign (\$1,000 value)
- ✓ Show Video Board Ad, 5-days (\$550 value)
- ✓ 5-day Show Ad - Circular Ribbon under video board (\$825 value)
- ✓ Show Website Ad (\$1,000 value)
- ✓ Interactive banner ad on the Show mobile app (\$300 value)
- ✓ 2-Full page Ads in 2025 EXPLORE Pennsylvania magazine (\$3,000)
- ✓ Sponsor mention in Show press releases and on social media
- ✓ Facebook Live promo
- ✓ Scavenger Hunt barcode placement

GOLD LEVEL (\$5,500)

- ✓ Full page ad in the show program (\$1,500 value)
- ✓ Logo listed on show entrance sign (\$800 value)
- ✓ Show Video Board Ad, select 3-days (\$330 value)
- ✓ 3-day Show Ad - Circular Ribbon under video board (\$495 value)
- ✓ Show Website Ad (\$1,000 value)
- ✓ Interactive banner ad on the Show mobile app (\$300 value)
- ✓ Full page Ad in 2025 EXPLORE Pa. magazine (\$1,600 value)
- ✓ Sponsor mention in Show press releases and on social media

SILVER LEVEL (\$3,000)

- ✓ Half page ad in the show program (\$950 value)
- ✓ Logo listed on show entrance sign (\$800 value)
- ✓ Show Video Board Ad, select 2-days (\$220 value)
- ✓ 2-day Show Ad - Circular Ribbon under video board (\$330)
- ✓ Half page Ad in 2025 EXPLORE Pennsylvania magazine (\$1,000 value)
- ✓ Sponsor mention in Show press releases and on social media

BRONZE LEVEL (\$1,800)

- ✓ Quarter page ad in the show program (\$770 value)
- ✓ Logo listed on show entrance sign (\$600 value)
- ✓ 1/4 page ad in 2025 EXPLORE Pa. magazine (\$800 value)
- ✓ Sponsor mention in Show press releases and on social media

Mobile App Upgrade with silver or bronze (\$100)

RV Giveaway Sponsor

(must be sponsored by a manufacturer & dealer)

- ✓ Donate a new RV to be displayed at the show (Drawing at the end of the show)
- ✓ Promotion on the Show website
- ✓ Giveaway Ad with your logo in the Show Program
- ✓ TV commercial promoting show includes giveaway
- ✓ Show signage and video board

Sponsors _____
RV Type _____

Transportation Sponsor

(\$3,500-\$5,000)

- ✓ Sponsor the bus transportation from dry camping and the Hersheypark campground
- 9/11, 9/12 & 9/13 - \$3,500
- 9/14 & 9/15 - \$5,000

Scavenger Hunt Prizes (Prize donation)

- ✓ Sponsor the prizes for the scavenger hunt. Prize _____ Value \$ _____

Seminar Sponsor

- Industry Day 9/9 (\$250)
- Industry Day 9/10 (\$250)
- Public Day 9/11 (\$500) Public Day 9/12 (\$500)
- Public Day 9/13 (\$500) Public Day 9/14 (\$500)
- Public Day 9/15 (\$500)

Concourse ribbon loop (\$825 per day)

- ✓ Video ribbon loops around the Giant Center concourse in a continuous circle. (17664 x 40)

Video Board (\$110 per day)

- ✓ Ad posted on large overhead area board with multiple smaller screens strategically placed around the arena. (1920 x 1080 px)

Circular Ribbon

Under Video Board (\$165 per day)

- ✓ Ad ribbon runs in a continuous loop around the large overhead video board. (2912 x 96 px)

Product Giveaway Sponsor

- ✓ Donate product package to be displayed at the show
- ✓ Promotion on the Show website
- ✓ Giveaway Ad with your logo in the Show Program
- ✓ Show signage and video board

Product _____
Value \$ _____

Bag Sponsor

(One mfr./dealer & one booth sponsor per day)

- ✓ Sponsor provides eco-friendly (reusable) bags for attendees
- ✓ PRVCA Presents "Hershey America's Largest RV Show" logo with 2025 dates required on both sides of the bag
- ✓ All artwork must be approved by PRVCA

Mfr/Dealer: 9/11, 9/12, 9/13, 9/14, 9/15

Booth Vendor: 9/11, 9/12, 9/13, 9/14, 9/15

Bag Quantity you will provide each day _____

Golf Cart Taxi (SPONSORSHIP SOLD)

- ✓ Golf carts provide transportation around the show and into the parking lots.
- ✓ Your logo on the cart with your block or booth #

Fill in this form & pay online (or request an invoice): <https://prvca.memberclicks.net/2024-sponsorship-reservation-form>