



**THOR**  
Go Everywhere. Stay Anywhere.™

**RVWA**  
RV WOMEN'S ALLIANCE  
CHARITABLE FOUNDATION

# BUILT BY WOMEN. DRIVEN BY VISION.

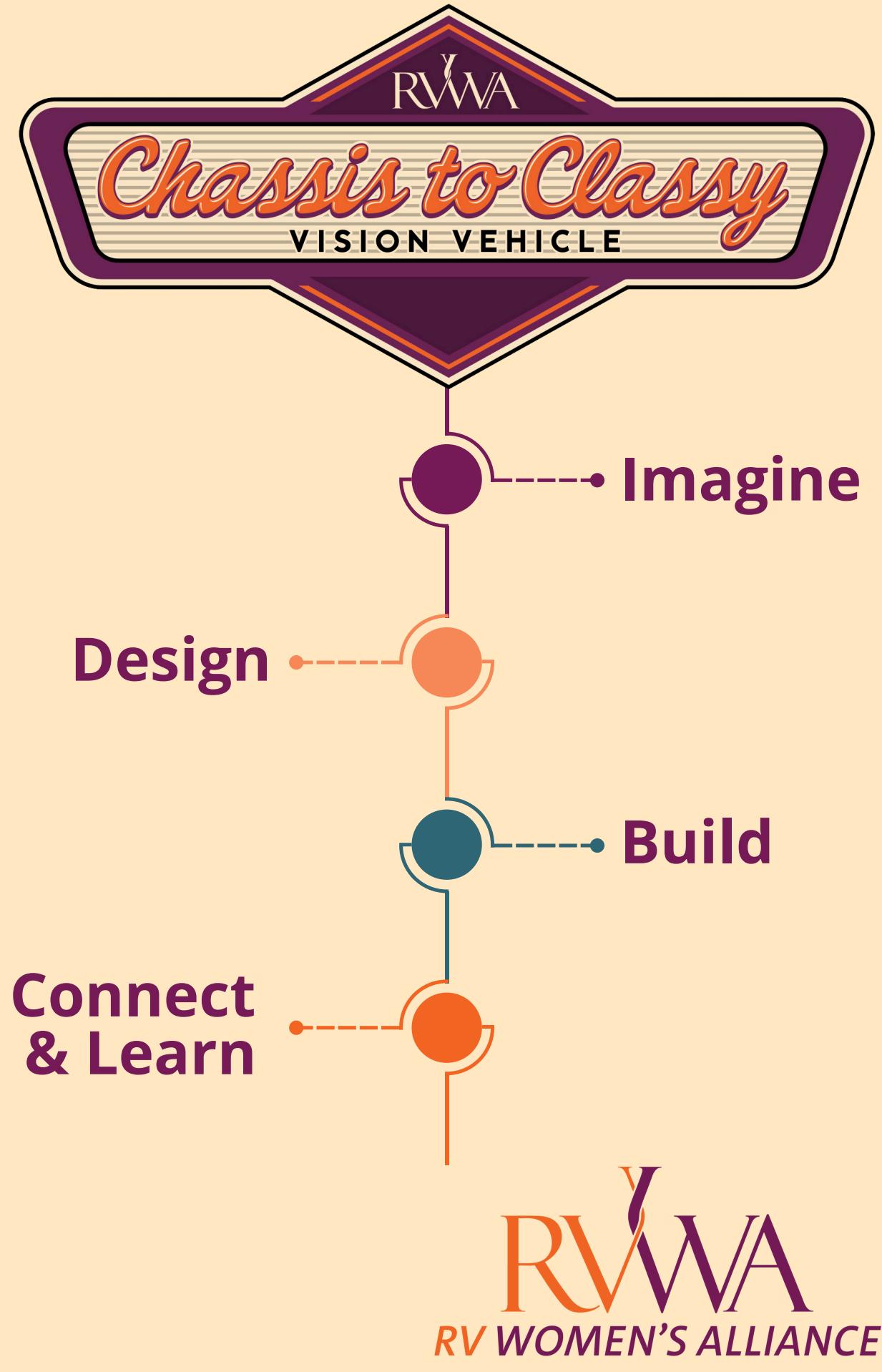
## Project Mission

To illuminate the talent, creativity, and leadership of women in the RV industry—while inspiring others to join the journey, learn new skills, and help shape the future of recreation.

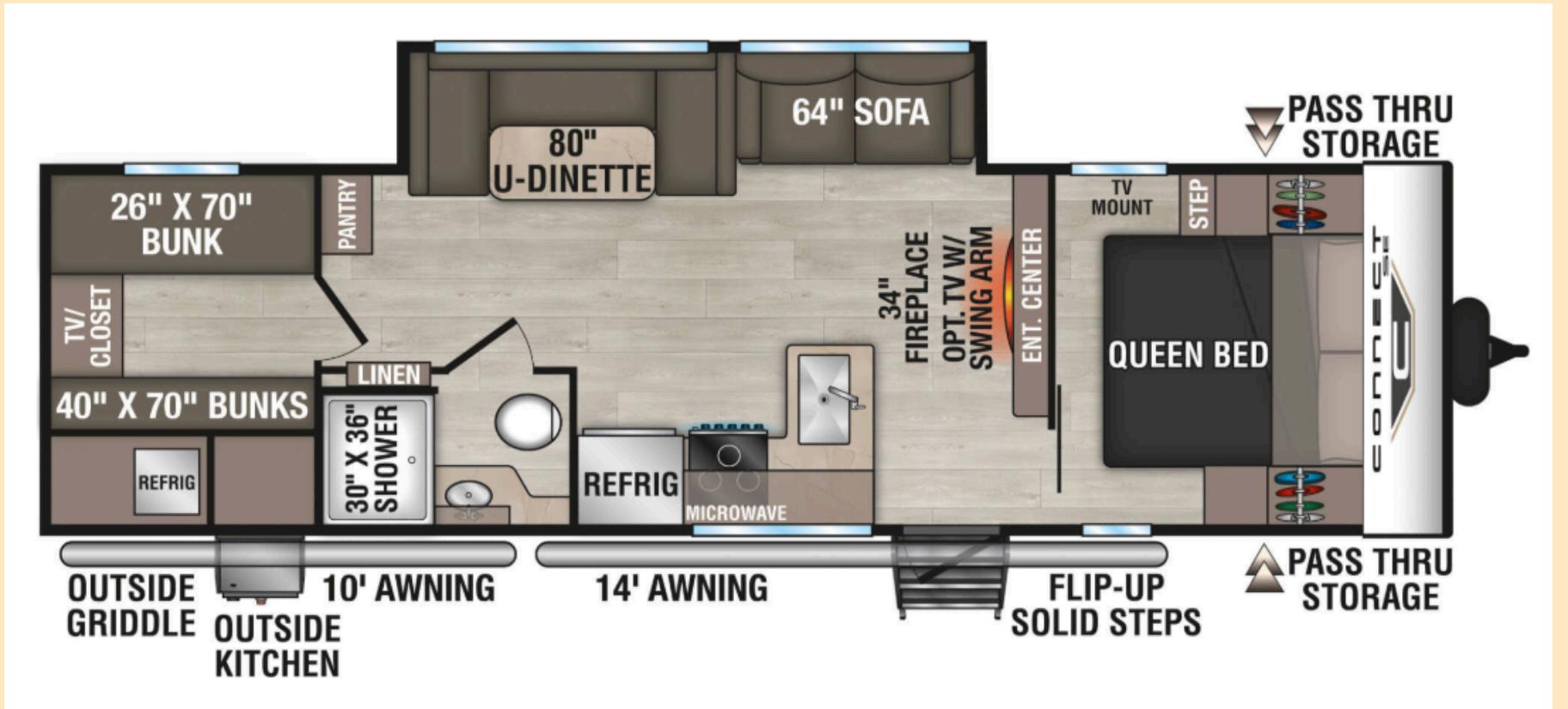
**Chassis to Classy: The Vision Vehicle** brings together women from across the RV industry to learn, build, and lead. The hands-on build and renovation begins in January and continues through late spring, culminating in the unveiling of the completed RV at the 2026 RVWA Premier event at the Indiana Event Center.

**This isn't just a build—it's a learning journey.** Participants will gain new skills, mentorship, and real-world experience as they transform a traditional travel trailer into a fully realized vision vehicle.

The finished vehicle will be raffled to raise funds for the RV Women's Alliance Charitable Foundation (RVWACF), helping support education, training, and advancement for the next generation of RV aftermarket leaders and innovators.



## Our Base - NEW KZ Connect SE C281BHKSE



### Design Concept

"The Ultimate Family Escape" — a space designed and built through collaboration, creativity, and craftsmanship. It reflects the spirit of adventure, the joy of learning, and the power of building something extraordinary—together.

As the title sponsor, THOR Industries provided multiple brand & floorplans to meet the needs of the project. The RVWA teams has selected the KZ Connect with bunk room.

### Must Haves:

- Travel Trailer - Mid-sized
- Separated Activity/Multi Use Space
- Outdoor Kitchen & Storage
- Flexible Layout w/ Single Slide

# ENGAGE & AMPLIFY

### Social

- YouTube
- Instagram/Facebook
- Linked In

### Media

- Supplier Collaboration
- Updates/Stories
- Product Features

### Content Creation Opportunities

- Employees
- Content Creators
- Internal Creative Team

### Employee Engagement

- Coordinate Team Working Session
- Internal Membership Recruitment



CHARITABLE FOUNDATION

# GOLD SPONSOR

As a Gold Project Sponsor, your brand takes the stage as a leading force behind the Chassis to Classy Vision Vehicle project. You'll receive premium visibility, media recognition, and direct involvement throughout the build.

Benefits include:

- Prominent recognition as the Gold Sponsor across all project materials, media, and communications.
- Logo placement on participant T-shirts worn throughout the build.
- Exclusive rear wheel cover branding featuring your logo on the completed Vision Vehicle.
- Feature video highlighting your company and products, promoted across social media and partner media outlets.
- Product exclusivity – your products will be prioritized over competitors (where applicable by designer choice).
- Access to premium content assets including images, video footage, and press materials for your own marketing use.
- On-site spokesperson opportunity during installation, with the ability to:
  - Provide hands-on product guidance and expertise.
  - Highlight product features and benefits on camera.
  - Capture footage of your product being installed (within design confidentiality parameters).
- Inclusion in the professionally produced main project video, with Gold Sponsor recognition.
- Logo and link placement on the dedicated project webpage.
- Product listing with direct retail link for all featured products.
- Exposure through local and national media coverage of the event.
  - RVTV Monthly segment filmed and aired across television networks (secured).



The RVWA Charitable Foundation is recognized as a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code. Contributions to organizations with 501(c)(3) status may be tax deductible. Please consult your tax advisor to determine deductibility of this contribution.

# SILVER SPONSOR

As a Silver Project Sponsor, your brand gains strong visibility, engagement opportunities, and access to media assets throughout the build.

Benefits include:

- Recognition as the Silver Sponsor across all project communications.
- Logo placement on reusable water bottles distributed to all participants.
- Feature video showcasing your company and products on social media and media outlets.
- Product preference – your products prioritized (after Gold Sponsor level, if applicable by designer choice).
- Access to content assets (images, video, and press materials) for your marketing channels.
- On-site spokesperson opportunity during installation, with the ability to:
  - Guide or support installation.
  - Present product features and benefits.
  - Record footage of your product being installed (within confidentiality limits).
- Recognition in the professionally produced main project video as a Silver Sponsor.
- Logo and link on the project webpage.
- Product listing with retail link for all featured products.
- Opportunity for visibility in local and national media coverage.



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# PRODUCT SPONSORS

Support the project through donation of essential or finishing products that bring the Vision Vehicle to life.

## Product Donation

Benefits include:

- On-site representation during installation for product demonstration and guidance.
- Opportunity to speak to product features and benefits during filming.
- Access to shared media assets including photography, video, and press content.
- Recognition as a Product Sponsor on the official project webpage.
- Product listing with retail link for every item featured in the build.

**\$2,500 + Product**

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# JOIN US!

## Team Support Sponsorship

Fuel the energy and momentum behind the build by supporting the women who make it happen.

Benefits include:

- Recognition as the “Champion of Women” Sponsor for a build weekend.
- Dedicated social media, video, and print highlights on your sponsorship day.
- Breakfast, lunch, and refreshments for the team provided in your company’s name.

**\$500 (20 Available)**

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**Don't see the perfect opportunity for you? Reach out to create a custom sponsorship package!**

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