

# Why Should I Join RVWA?

We've made it our mission to **elevate, educate, and promote women** in the RV Industry through:

## Networking

- Social Events
- Golf Scramble
- Spring Campout

## Education

- Symposium
- Tech Classes
- Summer Series

## Community

- Mentorship
- Volunteering
- Industry Awards

**Since 2019 we have grown to include 2,800+ members across 570+ companies**



"I believe in the mission and empowering women to be the best no matter what industry they are in. It's important to give back to, and participate in, an association that supports women in the RV industry."

**Christie Kellogg | Samlex America**

"I am a member of RVWA to build connections with successful women in the industry so that I have mentors and partnerships that assist me with resources and encouragement to pave my own path of success."

**Melissa Hoover | Forest River Inc.**

"RVWA is important to me because it focuses on positivity and growth not only in the industry but within yourself as well!"

**Taylor Combs | Rockwood/Flagstaff**

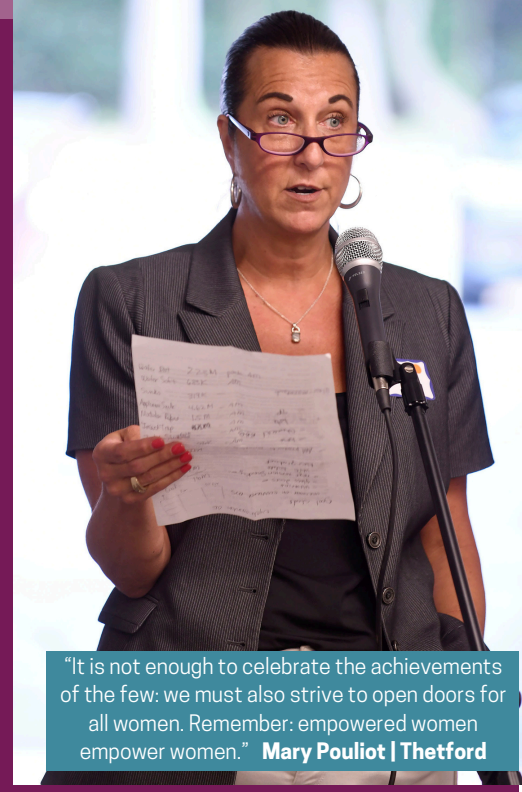
## Let's Get Connected

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## What Are Members Saying?



"It is not enough to celebrate the achievements of the few: we must also strive to open doors for all women. Remember: empowered women empower women." **Mary Pouliot | Thetford**

## What is RVWA?

Founded in 2019 by a group of like-minded women (and men!), the RV Women's Alliance is a not-for-profit organization dedicated to fostering the next generation of female leaders and innovators in the RV industry.





## RVWA Partnership

Platinum: \$50,000	Silver: \$20,000
Diamond: \$40,000	Bronze: \$10,000
Gold: \$30,000	Advocate: \$ 5,000

## Events

Open House Breakfast \$5,000 - \$15,000	Spring Campout \$500 - \$15,000
Women's Tech Classes \$3,000 - \$15,000	Summer Series \$1,500-\$6,000
Golf Scramble TBA	ISTG Brunch \$5,000

Women's History Month \$1,500 - 4,500

## How Can We Support RVWA?

You can help by becoming a member (it's free!) and spreading the word. We welcome members of any gender and job title: the only requirement is that you work in the RV Industry. You can also support us by partnering to help keep RVWA running and memberships free or sponsoring individual networking and educational events.

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## Educational Symposium

Overall \$50,000	Speaker \$20,000
Education 2 \$10,000	Awards
Education 1 \$ 7,500	Dinner \$ 5,000
Reception \$ 5,000	
Cocktails \$ 5,000	
Meals \$ 4,000	
Networking \$ 2,500	
Break 2 \$ 1,500	
Swag Bag \$ 1,000	
Break 1 \$ 750	







# RVWA Partnership

This level of sponsorship helps us keep the lights on: it pays for software, travel/administrative expenses, various printed event materials, and staff salaries. Partnership includes signage at all in-person events as well as acknowledgement on our website/social media posts.

Platinum:  
\$50,000

Gold:  
\$30,000

Bronze:  
\$10,000

Diamond:  
\$40,000

Silver:  
\$20,000

Advocate:  
\$5,000

## Partnership Advantages

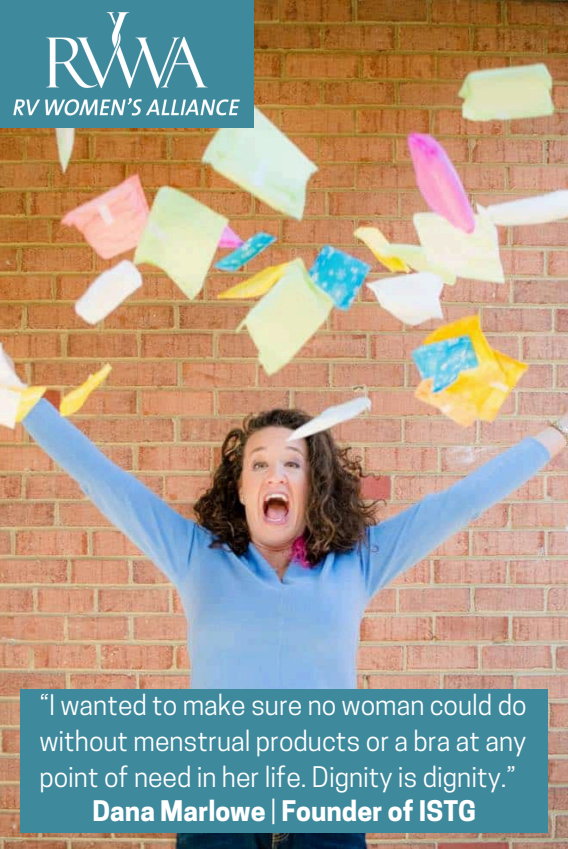
-Gain visibility in the RV Industry while supporting a great mission to elevate, educate, and promote women

-Create working environments and teams that foster the growth and diversity of women within your company

-Support a place for your employees to learn new skills, develop as leaders, and connect with other industry professionals







"I wanted to make sure no woman could do without menstrual products or a bra at any point of need in her life. Dignity is dignity."  
**Dana Marlowe | Founder of ISTG**

## ISTG Charity Drive Brunch

### RVWA's Goal:

Collect 80,000 feminine hygiene products through March 1st 2025 to aid in I Support the Girls' mission to bring necessities to those experiencing homelessness, poverty, and distress. On March 1st we will be hosting a brunch to bring everyone's donations together for a celebration before handing them off to ISTG.

## Sponsorship Opportunities

Finale Brunch

\$5,000

## What is 'I Support The Girls'?

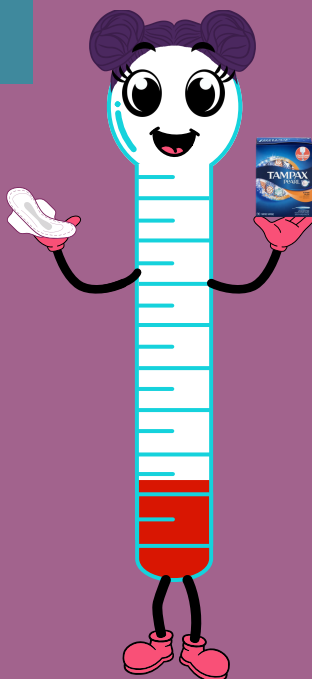
ISTG is a nonprofit dedicated to restoring dignity to girls and women experiencing homelessness by providing them with the basic necessities (bras, underwear, and feminine hygiene products) they lack access to.

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Studies estimate that 16.9 million people in menses live in poverty in the U.S. and 2/3 of them cannot afford essential feminine hygiene products as they are not tax-exempt or covered by any public assistance programs. A person will use up to 16,000 tampons and/or 11,400 sanitary napkins in their lifetime, thus RVWA is working to collect 80,000 pieces and fill "Tampon Tilly" to the top by March 1st, 2025.





# RISE with RVWA Campaign

All sponsors will be acknowledged on our website/social posts as well as on signage during in-person events.

Virtual Panel \$1,500 (3 available slots)

## VIRTUAL PANEL

Defining Success and Empowering the Rise:  
Women Supporting Women on Their Path to  
Success



**ASHTON BELK**  
Moderator  
President, Huebner  
Marketing



**DONNA WARR**  
Panelist  
Director of Sales,  
Valterra | Domestic



**BRENDA WINTROW**  
Panelist  
EVP of Operations,  
Camping World |  
Good Sam | RVs.com



**TOBY O'ROURKE**  
Panelist  
President & CEO,  
Kampgrounds of  
America

A conversation examining different definitions  
of success.

*“RVWA is important because it provides the opportunity to connect to female role models, mentors, and natural leaders that otherwise would be impossible to meet and build relationships with.”*

*“I am a member of RVWA to build connections with successful women in the industry so that I have mentors and partnerships that assist me with resources and encouragement to pave my own path of success.”*

*“Since joining the RVWA, I have gone from member to active supporter as I believe in the mission and empowering women to be the best no matter what industry they are in. It’s important to give back to, and participate in, an association that supports women in the RV industry.”*

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*To elevate, educate, and promote women in the RV Industry*

## What is RISE with RVWA?

March is Women’s History Month and RVWA spends the month acknowledging members making strides in their careers, paving the way for future generations, and incredible women all around us. Our charity drive brunch for *I Support The Girls* will take place March 1st to help launch Women’s History Month. We are also looking to host another virtual panel of incredible women in the RV Industry.







# RVWA Spring Campout

Overall sponsorship will be included on all social posts and recognized through signage at the event. All sponsorships will be mentioned on our website and included on event t-shirts or swag bags.

Overall Event	\$15,000
Saturday Brunch Food Truck	\$ 3,500
Dinner Food Truck (2)	\$ 3,000
Sunday Breakfast/Coffee Barista	\$ 3,000
Saturday Coffee Barista	\$ 1,500
Miscellaneous Events (5)	\$ 1,000
Swag Bag/Prize (unlimited)	\$ 500

## What is the Spring Campout?

RVWA's annual Spring Campout takes place the first weekend in May at Twin Mills Campground in Howe, IN. We invite members to bring their tents, RVs, friends to share a cabin with, or come and go as their schedule permits for an event filled with networking, food, crafting, wellness, community building, and MORE!



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# Women's RV Tech Classes

You have the opportunity to sponsor the entire class or a specific day. All sponsors will be acknowledged on our website and social media posts about the event. You will also be able to come in during the students' lunch hour to discuss how to best work with your products while servicing RVs or talk about employment opportunities.

Overall Event: \$15,000 Day Sponsor: \$3,000



*"Before this course, I knew nothing. Afterwards, I felt knowledgeable and empowered to be able to service minor issues that are costly, on my own. The RVTI Level 1 course is well written and the curriculum is easy enough to follow as a newbie, but rigorous enough that you have to be sure to pay attention, ask questions, and take notes. Having an all-women's course was great as it allowed me a safe space to ask questions as a beginner that I may have withheld in a co-ed classroom. I was able to take risks with my learning and feel supported by the instructor. Additionally, I now feel empowered to go and service minor repairs without having to go to a shop."*

*"Do it! Change your life! RVTI will make you feel empowered as a woman and confident in your skills as an RV Technician. I hope more women get the chance to enhance their skills and resourcefulness."*

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## What Have Past Students Said?



## What Are Women's RV Tech Classes?

With 80% of the RV buying decisions being conducted by women, it is important for them to also find other women within the technician field. Through no fault of their own, men being present in this type of environment creates an added layer of intimidation for women. Thus, we created an all-female program for women to learn from a female instructor in a judgement-free environment. This certification is good for life and will allow recipients to prepare an RV for customer delivery by verifying the operation of all components.







**RVWA**  
RV WOMEN'S ALLIANCE

## Summer Discussion Series

Overall Series	\$ 6,000
Individual Discussion	\$ 1,500



All sponsors will be included on our website/social posts and recognized through signage at any in-person workshops.

## What is the Summer Discussion Series?

Our members consistently tout education and networking opportunities as the most valuable RVWA offerings. Born of the popular “Lunch and Learn” virtual workshops we started in 2020, the Summer Discussion Series has become a staple at RVWA to help anyone looking to grow their skillset and learn from industry leaders on a variety of topics.

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#### 2023 Topics:

- Sales & Influence
- Negotiation
- Leadership
- Cross-functional Communication
- Employee Development

#### 2024 Topics:

- Public Speaking
- Management & Change
- Negotiation (in-person)
- Difficult Conversations





# Open House Breakfast

Overall Event \$15,000 Food/Venue Sponsor (3) \$5,000

All sponsors will be acknowledged on in-person signage as well as our website and social media posts about the event.



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## What is the Open House Breakfast?

One of our most popular events: every year we gather at the RV Hall of Fame to kickoff the Elkhart RV Dealer Open House in late September. This past year we joined together for food, industry networking, and to launch our charity drive for *Support The Girls* with resounding success!

“The networking with others and the speakers were great: very outgoing and uplifting!”

“I recently started a new position and wanted to see how the women in the industry support each other and can come together despite all the different backgrounds. I was not disappointed!”

“I never miss this event - I love RVWA!”

# RVWA

RV WOMEN'S ALLIANCE

“I recently joined RVWA and felt this was a good event to come to as a first-timer. I really enjoyed the speakers and being pushed out of my comfort zone to network!”





# Educational Symposium

All sponsors will be acknowledged on our website/social posts as well as on signage throughout the event.

Overall Event \$50,000 Kickoff Speaker \$20,000

## Networking & Education

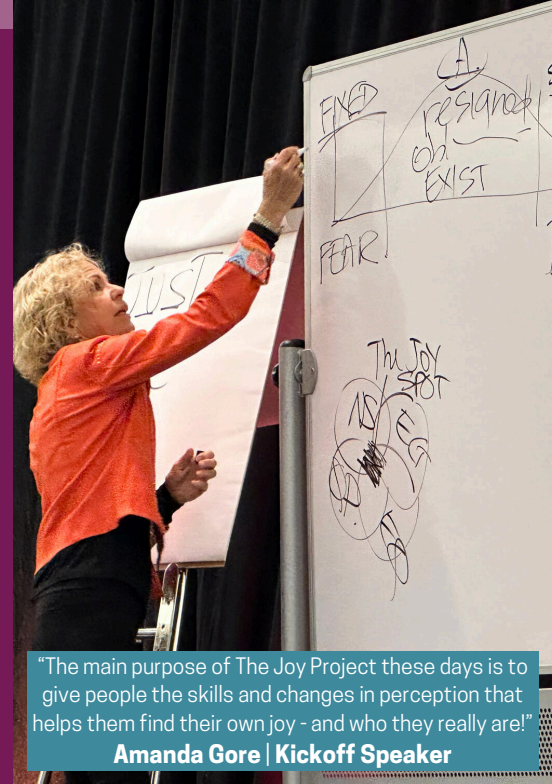
Education Day 2 (2)	\$10,000	Education Day 1 (2)	\$ 7,500
Opening Reception (3)	\$ 5,000	Cocktail Hour (3)	\$ 5,000
Networking Event (2)	\$ 2,500		

## Meals & Miscellaneous

Awards Dinner (3)	\$ 5,000
Meals (6)	\$ 4,000
Breaks Day 2 (6)	\$ 1,500
Swag Bag (10)	\$ 1,000
Breaks Day 1 (8)	\$ 750



**RVWA**  
RV WOMEN'S ALLIANCE



"The main purpose of The Joy Project these days is to give people the skills and changes in perception that helps them find their own joy - and who they really are!"

**Amanda Gore | Kickoff Speaker**

## What is the Educational Symposium?

The past 3 years of this event have been incredible experiences for all of us at RVWA. They left an indelible mark on all those who have been fortunate enough to attend. The resounding success and positive feedback from attendees have set the bar high again for this year's event! We eagerly anticipate the opportunity to once again come together and immerse ourselves in two days of unforgettable networking, collaboration of like-minded individuals, skill advancement, and celebrating women.

*"I loved the energy everyone brought, you can tell that we all love what we do! Amanda Gore's presentation was really the highlight of the Symposium for me, it was heartfelt and definitely made an impact on my 'sparkly bits'! What she said is something I will carry with me throughout the rest of my career. I am seriously considering getting my team headbands to wear to remind us how important self-care and presentation are!"*

*"I thought the education was great and cohesive. I loved seeing and meeting all the women. It was great to have the headshots, what a value add!"*

*"I appreciated the opportunity to meet and talk to other women in the RV Industry - especially women from my own company I would have never met otherwise. I'm relatively new to the industry, so I learned so much from the people I met!"*

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