



2025 Alliance RV National Rally Sponsorship Opportunities

Event Dates: May 27 – May 30, 2025

Location: Elkhart County Fairgrounds, Goshen, Indiana

Load-in/Set-Up Times:

- **Monday, May 27:** 8 AM – 4 PM
- **Tuesday, May 28:** 8 AM – 4 PM (*Must be set up and ready for the evening event by 5 PM.*)

Join Us as a Sponsor!

The **Alliance RV National Rally** is the premier gathering of Alliance RV owners each year. This multi-day event includes social gatherings, educational seminars, vendor showcases, and entertainment, providing valuable exposure and engagement for your brand.

We invite you to partner with us as a sponsor and showcase your brand to a highly engaged audience of RVers and industry professionals. Sponsorship packages offer premium exposure, on-site branding, and direct interaction with rally attendees.

Sponsorship Levels & Benefits

1. Elite Sponsor – \$15,000 (Exclusive – Only 1 Available!)

The ultimate sponsorship package with top-tier visibility.

- **Title Sponsorship of the Entire Event** – Your brand will be associated with the rally name in marketing and promotions.
- **Exclusive VIP Exhibit Space** (*up to 1,000 sq. ft.*) in a prominent location within the vendor hall.
- **Company Logo on All Event Branding** (*banners, signage, website, and social media*).
- **Company Logo on Sleeve of Attendee Rally Shirt.**
- **Speaking Opportunity** at the Vendor Bazaar and Opening Ceremony.
- **Full-Page Ad** in the event program.
- **Option to Provide Branded Bags** for attendees' welcome swag bags.
- **Social Media Visibility** (*multiple custom stories & livestreams highlighting and tagging your brand at the event*).
- **Exclusive Live Video Interview** featured on Alliance social platforms during the rally.
- **Top-Priority Scheduling** for an educational seminar or product presentation.

2. Legacy Sponsor – \$10,000 (Exclusive – Only 2 Available!)

A prestigious sponsorship level for maximum brand visibility and exclusive engagement.

- **Title Sponsorship of a Major Event** (*Choose from: Vendor Bazaar Night or Welcome Reception.*)
- **Exclusive VIP Exhibit Space** (*up to 750 sq. ft.*) in a high-traffic area.
- **Logo Prominently Displayed** on all event banners, rally programs, and digital marketing.
- **Speaking Opportunity** during the Vendor Bazaar and Opening Night events.
- **Full-Page Ad** in the event program.
- **Social Media Visibility** (*multiple custom stories highlighting and tagging your brand at the event*).
- **Priority Scheduling** for an educational seminar or product presentation.
- **Exclusive Live Video Interview** featured on Alliance social platforms during the rally.

3. Premium Sponsor – \$5,000

Strong brand presence and direct engagement with attendees.

- **Sponsorship of a Key Rally Event.**
- **Exclusive Exhibit Space** (*up to 300 sq. ft.*) in a prime location.
- **Speaking Opportunity** during the Vendor Bazaar.
- **Half-Page Ad** in the event program.
- **Company Logo Featured** on event signage, website, and marketing materials.
- **Social Media Visibility** (*one tag and story on Alliance RV socials*).
- **Educational Seminar or Promotional Discussion Time Slot.**

4. Supporting Sponsor – \$2,500

Great visibility and targeted brand engagement.

- **Sponsorship of a Smaller Rally Event/Area.**
- **Exhibit Space** (*up to 200 sq. ft.*)
- **Speaking Opportunity** at the Vendor Bazaar.
- **Quarter-Page Ad** in the event program.
- **Company Logo Displayed** on event signage.
- **Social Media Visibility** (*one tag and story on Alliance RV socials*).
- **Educational Seminar or Promotional Discussion Time Slot.**

5. Friend of the Rally – \$1,000

A cost-effective branding opportunity for businesses looking to support the Alliance RV community.

- **Exhibit Space** (10x10 booth).
- **Company Logo Featured** on event signage.
- **Business Card-Sized Ad** in the event program.
- **Name Listed** in event emails recognizing sponsors.
- **Opportunity to Provide Branded Swag Items** for attendee gift bags.
- **Access to Network** with attendees at all social events.



Special Casino Night Title Sponsorship – \$7,500 (Exclusive!)

Help us host an exciting evening to benefit the **Elkhart Boys & Girls Club & FamAlly Cares** charities! This is one of the most anticipated nights for attendees and offers high-impact brand recognition.

- **Company Logo on All Event Branding** (*banners, signage, website, and social media*).
- **Opportunity to Address Attendees** at the event.
- **Your Brand Name** incorporated onto the **play money** for attendees.
- **Half-Page Ad** in the event program.

Secure Your Sponsorship Today!

We understand that many of our **business-to-business (B2B) partners** may not require direct consumer engagement through booth space. If you'd prefer to **support the event financially without an on-site presence**, we can offer that option where your company will still be recognized through **logo placement on event banners and promotional materials**. This allows you to show your support for the Alliance RV community without the need for a dedicated exhibit space. Please reach out for more details on how to contribute in this way.

Sponsorships are limited and available on a first-come, first-served basis. **Contact Rob Boyer at rally@alliancerv.com** to secure your spot and maximize your brand's visibility at the **2025 Alliance RV National Rally**.

We look forward to partnering with you to make sure this year's event is an unforgettable experience!