



# THE RV ENTREPRENEUR ROUNDTABLE

SPONSORSHIP  
OPPORTUNITIES

7-11 SEPTEMBER 2022  
MONTROSE, COLORADO

[WWW.THERVENTREPRENEUR.COM](http://WWW.THERVENTREPRENEUR.COM)

PRESENTED BY **RV LIFE**

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# THE RV ENTREPRENEUR ROUNDTABLE

Over the past few years, a new generation of RVers has emerged. This community of travelers isn't aiming to retire in an RV as an end to their career, but instead are using RVs as a launching point, mobile office, and home on wheels.

The RV Entrepreneur Roundtable brings together this community to help teach them the skills they need to grow a business on the road. Our conference is four days of roundtable presentations, workshops and meetups all geared towards connecting like-minded travelers and helping them succeed at RV life.



## THE VALUE

### **1. CONNECT WITH A GROWING COMMUNITY OF RV ENTREPRENEURS.**

Our attendees represent a growing community of travelers and digital nomads. They hack together office setups, experiment with wi-fi solutions and come up with unique ideas for how to improve the entire RV experience. By sponsoring the RVE Roundtable you're able to get up close and engage with your customers.

### **2. SHARE YOUR COMPANY'S PRODUCTS OR SERVICE IN AN INTIMATE SETTING.**

We only work with a small number of sponsors for our RV Entrepreneur Roundtable. We've worked hard to create trust within our community, so our attendees know that if we're partnering with a sponsor, they are providing something of real value. Because of this, all of our sponsors have a real chance of connecting with our attendees in a meaningful and impactful way.



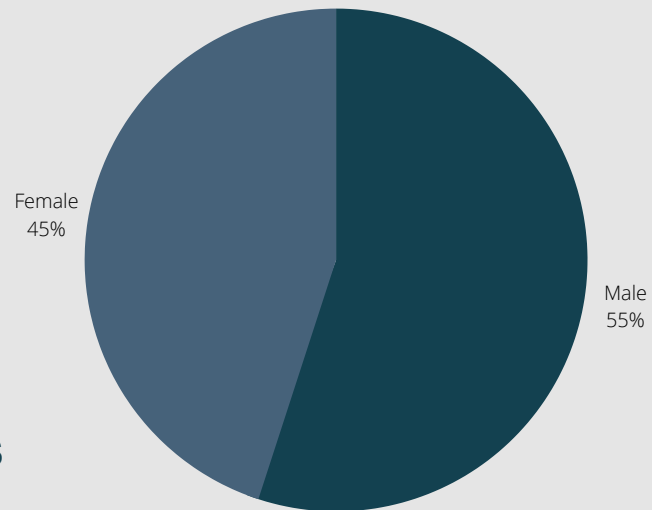


### 3. FIND CONTENT CREATORS FOR YOUR BRAND.

If you have an adventure or outdoor brand, our conference attracts a highly curated community of bloggers, videographers, photographers, podcasters and content creators. By sponsoring the RVE Roundtable you have a unique opportunity to build relationships with attendees who can create authentic content for your brand.

## AUDIENCE OVERVIEW

Our attendees are a mixture of creative professionals, entrepreneurs, and content creators. Some of our attendees are full-time RVers and others are still in the dreaming phase of hitting the road. What our attendees have in common is a mutual love of travel, RV life and building a business that allows them to travel and do what they love.



### FACTS AND FIGURES ABOUT PREVIOUS RVE EVENT ATTENDEES:

- They're interested in creating businesses around a large number of areas that include: photography, software, blogging, consulting, health and wellness, digital marketing, Amazon and more.
- In addition to their business, the majority of our attendees and speakers are creating and sharing content on Youtube, Instagram, TikTok, Facebook, and other social media platforms.
- Audience reach on social media and email lists from our collective attendees and speakers last year was over 500k within the RV/travel community.
- 50% full-time RVers & 50% either part-time RVing or planning to buy an RV within the next year.
- Age range from 20 - 70 years old (average age: 45)
- 55% female, 45% male



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# LOCATION

This year's RVE Roundtable will be located in Montrose, Colorado at a new RV park called The Campers Hub. Montrose has a regional airport, a national park within a 15-minute drive, and is just a short distance away from destination mountain towns like Telluride and Ouray. In the town of Montrose, there is ample fishing on the Uncompaghe River, miles of hiking and biking trails, and plenty of local dining options.



## BENEFITS OF SPONSORSHIP

Our main goal for our sponsors is to connect you with your future customers in an authentic way. This means we won't have booths set up to pitch your product like at a trade show, but we'll find a thoughtful way to integrate your company into our RVE Roundtable experience. You'll have time to engage with your future customers in an intimate setting, learn about their needs, and build trust that leads to customer acquisition.

**Here are a few ways we've integrated our sponsors into RVE Events:**

### SHARE YOUR BRAND STORY

- As our headline sponsor, we brought Winnebago's Class B product manager, Russ Garfin, up on the stage to talk about the future of Class B RVs and what it was like launching the 4X4 Revel. This was an opportunity for our attendees to talk directly with an RV manufacturer about features they love and a chance for Winnebago to engage with its customers.
- As a co-working space sponsor Dometic's Jeff Spencer facilitated a live feedback session with attendees and Dometic's corporate offices through a virtual discussion and instant feedback program. The company gained live feedback on product ideas, customer pain points, and allowed for clarifying questions and discussion with over 75 attendees representative of their target market audience.





## TEACH WHAT YOU KNOW

One of the core values of the RVE Roundtable is to share actionable knowledge. We host workshops on several topics that help our attendees grow their own business from the road. As part of our event, we'll have a small number of sponsors who host their own workshops and share their expertise with our attendees.

Our workshops don't have to be about your core business, but they absolutely can be.

Examples of past sponsored workshops:

- How We Grew Harvest Hosts from 6,000 Members to 200,000 Members in 3 Years, hosted by Harvest Hosts
- How to Grow Your Business with Facebook Ads, hosted by Camping World
- If You Build It, They Will Not Come, hosted by The Dyrtr
- Start a Side Hustle By Renting Out Your RV, hosted by Outdoorsy
- Establishing Your Domicile, hosted by Xscapers



**INTERESTED?  
LET'S TALK ABOUT WHAT  
WE CAN OFFER!**

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# SPONSORSHIP – \$2500

**Opening party, closing party, live music show, or coworking space sponsor (choose one):**

As one of our featured sponsors you'll be sponsoring one of our four main events.

1. **Opening Party:** This will be the kickoff event for our RV Entrepreneur Roundtable and all attendees will be present. We'll have a Cornhole Tournament and plan to have a local food truck or catering – your support will provide a meal for each attendee. We'll have your logo on display and make a public shoutout that you're the one that made this evening possible.
2. **Live Music Show:** On Friday night, Dave & Jacqueline Hudson of The Border Hookups ([theborderhookups.com](http://theborderhookups.com)) will be playing a live concert. You'll be recognized as the sponsor that made the evening happen and will have your logo displayed throughout the show. We'll also shoutout your company as we introduce the band at the start of the show and your investment will provide refreshments for the attendees.
3. **Closing Party:** On Saturday night we'll host a closing party for all of our attendees. This is consistently one of our attendees' favorite parts of the Roundtable as it's a time to share a meal with new friends and establish connections that last outside the conference. You'll be known as the sponsor who made it happen and your logo will be displayed throughout the gathering space. We will also make a public shoutout to your company so that all the attendees know that the festivities, refreshments and fun were made possible because of you!
4. **Coworking Space:** A big part of why our event is successful is because we provide a dedicated space for attendees to work during the week. The coworking space will be available throughout the event with coffee, snacks, and wi-fi. At this level, you make the coworking space a reality and fuel the most important part of any event: the coffee. We'll have your logo displayed at each of the work stations and will make a public announcement that the coworking space is made possible because of your sponsorship.



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# SPONSORSHIP CONT- \$2500

**Event promotion:** We'll promote all of our sponsors with a dedicated shoutout per sponsorship. You can provide specific talking points and we'll share why we're excited to partner with your company while everyone is in attendance for one of the evening events.

**Speaker lunch invitation:** We'll host a special meal for our speakers and you'll be invited to join us. This is a time to connect with our speakers, and other sponsors, on an intimate level.

**Swag bag contribution:** Every year we put together an awesome bag of gear for our attendees. You'll be able to add your own special contribution to the mix.

**2 RVE Roundtable tickets for your team:** Bring up to 2 of your team members to the RVE Roundtable.

**Logo on conference website & event signage:** Leading up to and during the event we'll make sure that our attendees know that you helped us make this year's event possible.

**Dedicated email callout:** Prior to the Roundtable, we'll send a special email with a link to your website to our email list.

**Roundtable Information Brochure:** Your logo will be included on the physical roundtable informational brochure.

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## WANT TO SPONSOR THE RV ENTREPRENEUR ROUNDTABLE?



Shoot us a message so we  
can discuss a partnership!  
email: [rve@rvlife.com](mailto:rve@rvlife.com)

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The RV Entrepreneur is presented by:

**RV LIFE**