



3 DAYS OF PEACE, LOVE & VANS IN THE HEART OF BEAUTIFUL CENTRAL FLORIDA

2024 SPONSORSHIP DECK

PRESENTED BY



VANLIFE
OUTFITTERS



PEACE LOVE & VANS FLORIDA 2024

FEBRUARY 16-19, 2024

- Withlacoochee River Park is located in central Florida, just 65 miles west of Orlando and 43 miles east of Tampa (under an hour each). Tampa, Orlando, Gainesville, Ocala and Lakeland Metro areas have a combined population of 6.5 million people.
- With average temperatures in the mid-70s, this event will draw in nomads seeking a warm, sunny winter retreat

WEEKEND OVERVIEW

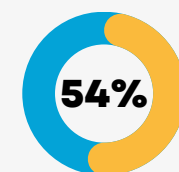
- Camping for over 400+ vans for the entire weekend (roughly 500-600 vanlifers)
- General admission daytime hours for spectators attracting over 500-1000 additional visitors per day (1500-2000+ total expected visitors)
- Access to hiking, biking, kayaking, fishing, and other outdoor activities.
- Music, campfires, yoga, and other fun activities, local food vendors
- Educational programming (product demos, van builder talks, and workshops)
- DIY Van Contest, Raffles, Trivia night, and other community-building activities.
- A dedicated section for specific van groups (Revel, STO, CAV, Travato, etc)
- Dedicated area for vendors, builders, product discovery and gear demo

OUR DEMOGRAPHIC

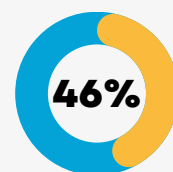
VANLIFE EVENT STATS



AGES 25-63



MALE



FEMALE

90%
COLLEGE EDUCATED

\$86,000
AVG HOUSEHOLD INCOME



10.5 TRIPS PER YEAR



OUR REACH:

Our total online reach is over 1.5 million individuals throughout all our social media platforms each month. With more than 50% located in the US. You can expect to see this event advertised through all our social media platforms and paid ads. We are also partnering with vanlife influencers and other brand partnerships. We are the largest vanlife gathering on the East Coast and have been featured in the Orlando Sentinel, Orlando Weekly, Tampa Bay Times and Fox 13's Good Day Tampa Bay Show.

REACHING YOUR TARGET AUDIENCE:

Sponsors will be encouraged to have a dynamic presence at the event, which can include booth space, vendor taught workshops, happy hour sponsorship, prominent recognition on event signage, and other opportunities. Sponsors will have the opportunity to connect with prospective customers looking for just the right gear, vehicle, and equipment for the road ahead. Other Vanlife event partners have measured that 85% of attended purchase vanlife products and outdoor gear when they've had a chance experience it firsthand at events like this.

PEACE LOVE & VANS MEDIA



The Florida Vanlife Gathering will appear in Central Florida Feb. 3-6 with hundreds of vans on display at Withlacoochee River Park near Dade City.

‘A sense of adventure’

Central Florida to host group’s first gathering for the ‘van curious’

By Patrick Connolly
Orlando Sentinel

What was once a fringe movement has suddenly come into the mainstream thanks to Instagram, the pandemic, a lack of affordable housing and an itch to get outdoors.

Van life has surged in popularity in the last several years and a Central Florida event aims to celebrate the culture and lifestyle of van dwelling. The first Florida Vanlife Gathering will be set up with hundreds of vans, product demonstrations and workshops Feb. 3-6 at Withlacoochee River Park near Dade City.

The event is presented by Vanlife Outfitters, an online blog and shop dedicated to sharing van life resources and tips. Josh Theberge, the platform’s co-founder who formerly lived in Miami, stumbled into the lifestyle as a way to satisfy his nagging itch for outdoor exploration.

“In 2016, I sold a successful real estate investment company in South Florida. I wouldn’t say that I was unhappy but I was lacking a little bit of adventure in my life,” he said. “I was working for the weekends and spending all my money



Josh Theberge, co-founder of Vanlife Outfitters, with his van. VANLIFE OUTFITTERS PHOTOS

If you go

What: The Florida Vanlife Gathering
Where: 12449 Withlacoochee Blvd. in Dade City
When: Begins at 2 p.m. Feb. 3 and goes until 11 a.m. Feb. 6 for campers with a weekend pass. The event is open 10:30 a.m.-5 p.m. Feb. 4-5 for those with a day pass.
Cost: Online tickets cost \$15 per day for a day pass. Weekend passes are available for campers in a van starting at \$150.

For more information, visit floridavanlife.com.

on things that really, in the grand scheme of things, aren’t important.”

At that time, living in a van full-time seemed like somewhat of an unorthodox idea, causing confusion among the people close to Theberge.

“When I made this decision to build and move into a van, all of my friends and some of my family thought I was crazy,” he said. “After

Turn to Vans, Page 5

CLICK IMAGES TO VIEW

PRESS COVERAGE

- [FOX 13 TAMPA "GOOD DAY TAMPA" STORY](#)
- [ORLANDO SENTINEL FEATURE ARTICLE](#)
- [TAMPA BAY TIMES FEATURE ARTICLE](#)
- [ORLANDO WEEKLY FEATURE ARTICLE](#)

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Nomads gather in Dade City for first ‘Vanlife Gathering’

By Regina Gonzalez | Published February 5, 2023 | Pasco County | FOX 13 News

First Vanlife Gathering held in Dade City

First Vanlife Gathering held in Dade City

First Vanlife Gathering held in Dade City

DADE CITY, Fla. - A Sarasota man who sold everything he owned has made a career out of the nomad ‘Van Life’ lifestyle and organized the first ‘Florida Vanlife Gathering’ to help others hit the road.

In 2017, Josh Theberge officially traded his successful real estate business in

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Why this ad?

Peace Love & Vans - Florida Camper Van Gathering

FEB 16 – 19 2024

DADE CITY FLORIDA

Watch later

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Peace Love & Vans

WITHLACOOCHEE RIVER PARK, FLORIDA

Watch on

YouTube

SPONSORSHIP PACKAGE BENEFITS AND PRICING

INCLUDES	 PEACE LEVEL - \$5,000 2 SPOTS AVAILABLE	 LOVE LEVEL - \$2,500 4 SPOTS AVAILABLE	 SUNSHINE LEVEL - \$1,000 8 SPOTS AVAILABLE	 GROOVY LEVEL - \$500 UNLIMITED
	40 x 60	25 x 60	25 x 40	25 x 25
Booth size	40 x 60	25 x 60	25 x 40	25 x 25
Display Vans	3-4 display vans or similar rigs	3 display vans or similar rigs	2 display vans	1 display van
Camping passes (Each pass is for 1 van and 2 people)	3 Groovy Grove + 1 Premium RV Forest camping passes. RV Forest spot can fit 2-3 vans	3 Groovy Grove camping passes	2 Groovy Grove camping passes	1 Groovy Grove camping pass
Location	Prominent location. We will work with your team to figure out the best location for you	Standard Vendor Area	Standard Vendor Area	Standard Vendor Area
Logo placement, Branding & Media Outreach	Listed as title sponsor on website with linked larger logo. Prominent placement on all handouts & main stage. Title sponsor acknowledgment on announcements. Mentioned as sponsor in media outreach.	Listed as sponsor on website with linked larger logo. Placement on all handouts & main stage.	Listed as a sponsor on website sponsor page w/ linked smaller logo	Listed as a sponsor on website sponsor page w/ linked smaller logo
Shoutouts	8 Social Media & Newsletter	4 Social Media & Newsletter	2 Social Media	1 Social Media
Workshops *Workshops are while supplies last. We will update this when workshops are sold out.	1+ ability to hold more sessions/training at your space	1	1	Not Included

*Each Additional Van = \$400

ALL SPONSORS CAN PROVIDE RAFFLE PRIZES FOR ADDITIONAL EXPOSURE

SPONSOR A LA CARTE OPTIONS - CAN BE ADDED TO ANY SPONSORSHIP LEVEL

Welcome Folder Insert – \$300



- Include an 8.5x11 insert into the welcome folder that will be given to all event attendees.
- Sponsor to provide 400 inserts no later than 12/25/2023

“S'mores” Sponsorship – \$500



- Sponsor is thanked over the PA and is allowed to speak for 5-10 minutes to attendees.
- Exhibitor provides S'mores and service for approx 100-300. **Hosted in the Leafy Lounge.**
- Brand name on Online and Physical Schedule: "S'mores sponsored by YOUR COMPANY"
- Night of "Thank You Shout Out" by MC during that evening's performance

“Happy Hour” Sponsorship – \$600



- Sponsor is thanked over the PA during Happy Hour.
- Sponsor provides beer and service for approx 300-400. Banner and branding for your company at the happy hour site. **Happy Hour will be held in the Village Green.** Brand name promoted on Schedule (website and handout: "Happy Hour sponsored by YOUR COMPANY"
- Night of "Thank You Shout Out" by MC during that evening's performance j.

“Good Morning Coffee” Sponsorship – \$500



- Sponsors provide and serve coffee at their exhibitor space on Saturday or Sunday morning.
- Coffee must be served in a professional & sanitary manner: reg & decaf hot coffee, sugar, sweeteners, creamer, non-dairy creamer, mixing sticks, etc. (Donuts optional) Attendees BYOC (bring your own cup)
- Brand name promoted on website and Schedule: "Good Morning Coffee sponsored by YOUR COMPANY"
- Daily Shout Outs by MC on Main Stage during the day and night time performance



CONTACT US

Reach out to us with questions or sign up at <https://www.peacelovevans.com/product/vantopia-2024-sponsorship/> to secure your sponsorship space.

Have an idea for a unique sponsor partnership? Let us know what you're thinking and we'll see what we can do!

 813.400.0638

 EVENTS@VANLIFEOUTFITTERS.COM



WWW.PEACELOVEVANS.COM



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Join the event on Facebook at [Peace Love & Vans Florida 2024](#) for updates and surprises