

# Canadian RV & Camping Month

A GUIDE FOR CAMPGROUND OWNERS,  
INDUSTRY PARTNERS, AND  
SUPPORTING TEAMS

# 2026

COMPREHENSIVE EVENT  
PACKAGE OUTLINE

WWW.CCRVA.CA  
@CAMPINCANADA



CANADIAN CAMPING  
AND RV ASSOCIATION

ASSOCIATION CANADIENNE  
DU CAMPING ET DU VR

# Introduction

**Purpose of this Package:** This document serves as a guide to Canadian RV & Camping Month, providing campground owners and industry partners with unified messaging, campaign context, and resources to support participation.

## What is Canadian RV & Camping Month?

Canadian RV & Camping Month is a nationwide celebration throughout June designed to:

- Increase awareness of the RV and camping lifestyle
- Support campground occupancy and consumer engagement
- Generate media and industry visibility
- Encourage industry-wide support of Care Camps

The month-long format allows flexibility in how and when businesses choose to align with the campaign.



# Unified Key Messaging & Branding

## EVENT SLOGAN & THEMES

- “Explore. Camp. Connect. June is Canadian RV & Camping Month!”
- “Adventure Awaits – Celebrate Camping Across Canada!”
- “Your Best Summer Starts at Canada’s Campgrounds!”

## KEY MESSAGES

- **For Campgrounds:** Join us in celebrating a nationwide movement that increases awareness and drives more visitors to your campground!
- **For Consumers:** June is the perfect time to hit the road and experience the beauty of Canada’s campgrounds, with special promotions and events just for you!
- **For Industry Partners:** Be part of a collaborative campaign to highlight the economic and cultural significance of RVing and camping in Canada!
- **For Government & Media:** Camping and RVing contribute billions to the Canadian economy and foster tourism, outdoor recreation, and conservation awareness.

## BRANDING ELEMENTS



**Official Canadian RV & Camping Month Logo (Provided in various formats)**

**Social Media Hashtags: #RVandCampingMonth #ExploreCanada #CampingAdventure #CampInCanada**

**Promotional Graphics & Social Media Templates for easy sharing**

## WAYS CAMPGROUNDS CAN GET INVOLVED



### HOST SPECIAL EVENTS & EXPERIENCES

Campgrounds can plan unique events to engage campers, such as:

- Welcome Celebrations – Kick-off events for guests arriving in June
- Outdoor Movie Nights featuring camping-themed films
- Themed Weekends (Family Fun, Wellness Retreats, Adventure Challenges)
- Community BBQs & Potlucks
- Live Music & Entertainment



### OFFER SPECIAL PROMOTIONS & DISCOUNTS

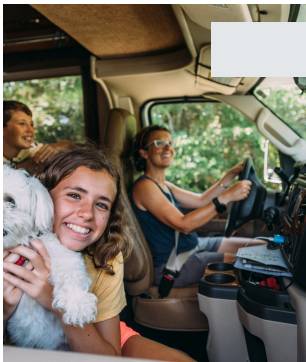
Encourage participation through:

- Stay Longer, Save More Deals (Book 3+ nights and get a discount)
- Loyalty Rewards & Discounts for Returning Guests
- Discounts for First-Time Campers
- Group Camping Packages for families and friends



### ENGAGE IN CHARITY & GIVE BACK WITH CARE CAMPS

- Round-Up for Care Camps – Offer guests the option to round up their reservation total as a donation to Care Camps.
- Host a Fundraising Event – Raffles, silent auctions, or donation-based activities.
- Donate a Percentage of Bookings – Encourage guests to contribute by matching a portion of each booking.



### BOOST VISIBILITY WITH SOCIAL MEDIA & MARKETING

- Share daily/weekly posts using event branding and hashtags.
- Run a photo contest where campers share their experiences with #RVandCampingMonth.
- Partner with local businesses for giveaways and collaborations.

## HOW INDUSTRY PARTNERS & SUPPORTING TEAMS CAN HELP



### RV DEALERS & MANUFACTURERS

- Offer special RV purchase or rental discounts during June.
- Promote the event in their showrooms and customer newsletters.
- Partner with campgrounds to offer RV & camping experience bundles.



### TOURISM ORGANIZATIONS & TRAVEL PARTNERS

- Feature Canadian RV & Camping Month in regional tourism campaigns.
- Develop road trip itineraries showcasing participating campgrounds.
- Work with media outlets to publish travel guides on RVing and camping destinations.



### GOVERNMENT & ADVOCACY EFFORTS

- Request Official Proclamations from provincial and municipal governments.
- Engage in media outreach to highlight the economic importance of camping and RVing.

## HOW TO GET STARTED

### CAMPGROUNDS & RV PARKS

Sign up as an official participant at [ccrva.ca](http://ccrva.ca) to be listed in the event details and included in marketing promotions. (Members only.)

### RV & CAMPING INDUSTRY PARTNERS

Promote the month through your business, dealership, or supporting business.

### TOURISM ORGANIZATIONS & GOVERNMENT BODIES

Help us secure official recognition and boost awareness!

# National Elements



## CAMPAIGN HUB

The central campaign hub is available at:  
<https://ccrva.ca/canadian-rv-and-camping-month/>

This page serves as the primary destination for:

- Campaign information and updates
- Giveaway access and participation
- Featured content and highlights
- Campaign resources and materials

Directing traffic to this page helps align visibility across the national campaign.



## PARTNERSHIPS & COLLABORATION

Canadian RV & Camping Month is delivered through collaboration across the industry, including national organizations, provincial associations, and supporting partners.



## CAMPING PRIZE PACK GIVEAWAY

A national giveaway will run throughout June to support awareness and engagement across the campaign. The Camping Prize Pack Giveaway is generously provided by Orbit Insurance.

Campgrounds may:

- Share giveaway messaging
- Direct audiences to the campaign hub
- Reference the giveaway in promotional content

# National Sponsor



**Orbit Insurance is the official national partner for the 2026 campaign.**

**THEIR ROLE WITHIN CANADIAN RV & CAMPING MONTH INCLUDES:**

- Integration across campaign marketing and promotional materials
- Participation in national content and digital outreach
- Alignment with messaging focused on travel readiness and preparedness
- Camping Prize Pack Donor

Orbit is positioned as a partner supporting confident and well-prepared travel experiences for campers and RVers across Canada.

Campaign participants may see Orbit represented across:

- Campaign hub and digital assets
- Social media and content features
- Select campaign messaging and educational content



## STRATEGIC CONTEXT (INTERNAL ALIGNMENT)

The inclusion of a national partner supports the continued growth and scalability of Canadian RV & Camping Month by:

- Expanding campaign reach
- Enhancing content and promotional opportunities
- Strengthening industry collaboration at a national level

# Care Camps in Canada



## ABOUT CARE CAMPS

Care Camps is a non-profit organization that helps children with cancer experience the joy and healing power of camping. Through partnerships with campgrounds across Canada, they provide funding for specialized oncology camps that allow kids to connect, explore nature, and enjoy the outdoors despite their medical challenges. More details can be found at [Care Camps](#) and [CCRVA Care Camps in Canada](#).

## DIRECT DONATIONS CAMPAIGN

Campgrounds, campers, and industry partners can donate at [Care Camps Canada Donation Link](#).

## FUNDRAISING EVENTS

Organize charity drives, auctions, or donation-based activities.

## GUEST CONTRIBUTION PROGRAMS

Encourage visitors to donate during their booking process.

## MATCHING CONTRIBUTIONS

Businesses can match donations from campers to maximize impact.

# Branding & Assets

To ensure the success of Canadian RV and Camping Month, it is essential to build a cohesive and recognizable brand identity, alongside strategic efforts to maximize visibility, engagement, and consumer interest.

## BRAND IDENTITY DEVELOPMENT



**Logo & Visual Identity:** Distinctive and memorable logo for Canadian RV and Camping Month. This logo is a recreation of a past version, and intended to be versatile and scalable for use across various platforms and promotional materials, while also complimentary to a variety of campgrounds and other industry brands with streamlined colors and imagery to simplify unified representation.

### Typography:

- **Montserrat (Sans-Serif)**
  - Website titles, promotional materials, or subheadings on event brochures.
- **Lora (Serif)**
  - Body text in promotional materials, social media captions, or campground descriptions.
- **Raleway (Light or Regular)**
  - Taglines, website navigation, or event schedules.

### Color Codes:

- **Red:** #cd171e
- **Grey:** #88837d
- **Black:** #000000
- **White:** #ffffff
- **Beige:** #f2ece2

## DOWNLOADABLE CONTENT

Click the buttons below to access these resources.

[BRAND GUIDE](#)

[COMMUNICATIONS](#)

[SOCIAL CONTENT](#)

[PRINTABLES](#)

[PRESS CONTENT](#)

[CARE CAMPS](#)



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## **CANADIAN CAMPING AND RV ASSOCIATION**

### **Comprehensive Event Package Outline 2026**

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