

# **DEALER CHALLENGE**

## Win \$10,000 Cash in Challenge from Level 5!

**December 16, 2020, Herndon, VA:** In a move to inspire every RV, Marine, and Powersports dealer across the US and Canada to make a year-end charitable gift to help kids with cancer find hope and healing in the outdoors, Level 5 has issued a massive charitable giving challenge that includes a great incentive for those who participate: Donate \$500 or do a Facebook fundraiser and raise \$500 for Care Camps and you could win **\$10,000 cash**, donated by Level 5.

Care Camps is a non-profit charity that helps kids with cancer experience hope and healing in the great outdoors by sending them to special oncology camps all over the US and Canada. Care Camps are supported by companies in the camping and outdoors industries such as KOA, Forest River, and Level 5. These donations allow kids struggling with cancer to find friendship and healing in the great outdoors setting, and at no cost to their families.



**Win \$10,000 Cash!**  
**RV & MARINE DEALER FUNDRAISER CHALLENGE:**  
It takes **ONE MINUTE!** Help kids with cancer get to camp and you could win **\$10,000 cash**, donated by Level 5 Advertising!

**You Choose: Donate or Fundraise**



**1 MAKE A DONATION AT [WWW.CARECAMPS.ORG](http://WWW.CARECAMPS.ORG)**

**OR:**

**2 SET UP YOUR FACEBOOK FUNDRAISER IN ONE MINUTE!**

Step 1: Like the Care Camps facebook page  
[facebook.com/carecamps](https://facebook.com/carecamps)

Step 2: Set up a Facebook fundraiser on your Facebook Page & ask your team members to do a fundraiser too!

To create a personal fundraiser: On your home page, scroll down and click "See More" on left-hand column, then click "Fundraisers". Click "Select a Non-Profit". Search for "Care Camps". Fill in the details for your fundraiser with a goal of at least \$500 and submit!

**3 FUNDRAISE OR DONATE AND YOU COULD WIN \$10,000 CASH!**

Raise/donate a minimum of \$500 for Care Camps. Submit screenshots of your donation receipt or fundraising results with your dealership name to [karen@carecamps.org](mailto:karen@carecamps.org) by December 30th to be registered to win **\$10,000 cash** to be given away New Year's Eve, sponsored by Level 5 Advertising!



**\$10,000  
Grand Prize  
Donated By:**



Driving Your Dealership To The Next Level



Care Camps is the children's camping charity that helps kids with cancer find hope and healing in the great outdoors by sending them to camp. COVID led to the cancellation of all of Care Camps biggest fundraisers, leaving a massive budget deficit. Please join us and help to make sure kids with cancer can find healing in the outdoors!

**[www.CareCamps.org](http://www.CareCamps.org) (406) 671-0447**

Level 5 is an innovative full-service technology and advertising agency for the RV, Marine, and Powersports industries, partnering with hundreds of dealers to personalize and optimize their brand, create an exceptional website and user experience, refresh and optimize inventory, along with other services, such as SEO, digital, social, video, and email services to help dealers get more qualified leads.

As part of their commitment to giving back, Budd Blackburn, President of Level 5, has issued a challenge to Dealers everywhere: Make a donation of at least \$500 or do a Facebook Fundraiser and raise at least \$500 and you will be registered to win \$10,000 cash just in time for the New Year, donated by Level 5 and their team. "The Level 5 family is happy to do something that will hopefully encourage many others to give to support this amazing cause. In a year that record sales have blessed many in the outdoors industry, we are thankful for the opportunity not only to give back but inspire others to do the same."

Level 5 and its team hope that they will inspire every RV, Powersports, and Marine dealer in the nation to donate or do a simple Facebook fundraiser by issuing this challenge. "We are so excited that Level 5 is doing this contest to encourage dealers everywhere

to give." said Jennifer Mercer, Care Camps Director of Development. "The cause of helping kids with cancer find hope and healing during their struggles is bigger than any one of us. By donating to Care Camps, you are helping children fighting cancer in every community, in every state, and ensure that they have a chance to experience the healing power of the outdoors. Due to the loss of all three of Care Camp's biggest fundraisers this year, we have never needed the support of our RV & Marine industry more. A huge thank you to Level 5 Advertising for doing something to inspire those who have been blessed by a good year to do some charitable giving just in time for the holidays."

To register, dealers and employees can do one of two things: donate at least \$500 at [www.carecamps.org](http://www.carecamps.org) or do a Facebook fundraiser and raise an equivalent amount by December 30th. When the donation or fundraising is complete, simply email proof of their donation or successful fundraiser to [karen@carecamps.org](mailto:karen@carecamps.org) to be added to the drawing. All proof of donations/fundraisers must be received by December 30 to qualify for the drawing, taking place on New Year's Eve.

It takes less than 60 seconds to make a donation at [www.carecamps.org](http://www.carecamps.org) or set up your Facebook fundraiser! For directions on how to do your Facebook fundraiser, click here for a 60-second video: [How to do a Facebook Fundraiser](#) For questions or more information, reach out to Jennifer at Care Camps by calling (406)-671-0447 or emailing [jmercerc@carecamps.org](mailto:jmercerc@carecamps.org).

### **About Level 5:**

Level 5 is an innovative full-service technology and advertising agency for the RV, Marine, and Powersports industries, partnering with hundreds of dealers to personalize and optimize their brand, create an exceptional website and user experience, refresh and optimize inventory, along with other services, such as SEO, digital, social, video, and email services to help dealers get more qualified leads. To learn more, visit [www.level5advertising.com](http://www.level5advertising.com) or call (888) 602-4581 and register for a free Extreme Marketing Makeover, another \$10,000 value.

### **About Care Camps:**

Care Camps is a non-profit charity that helps kids with cancer experience the healing power of the outdoors through special oncology camps, serving children in every community in the US and Canada. At camp, kids get all the medical care they need, along with specialized counseling to help them cope with the trauma and emotions that come with a cancer diagnosis. Best of all, they get to do it all surrounded by the healing power of nature. Thanks to your donations, kids with cancer can forget about the chemo, radiation, and all the hard stuff...and just be a kid again. Will you help? To donate or for more information, go to [www.carecamps.org](http://www.carecamps.org) or call Jennifer at 406-671-0447