

Lazydays RV Partners with World Champion Denver Broncos

New partnership supports Lazydays Colorado Grand Opening Celebration

TAMPA, Fla. ([PRWEB](#)) April 21, 2016 -- [Lazydays](#), the RV Authority and world's largest RV dealership, has signed on as an official partner of the Denver Broncos.

The partnership follows Lazydays' expansion into the Southern Rockies region last year with the acquisition of RV America's three dealerships in [Aurora, Longmont and Loveland, Colo.](#) Lazydays and the Broncos will mutually benefit from joint promotional commitments and gameday activation.

To celebrate the new partnership, Lazydays' Aurora RV dealership hosted the Broncos for a special event on Thursday to mark the start of the team's ["Salute to Fans" Tour](#). As a lead sponsor of the tour, Lazydays provided the Denver Broncos with a Tiffin Phaeton Class A motorhome that will transport team representatives during the five-city expedition. The RV features a Broncos-branded custom wrap that will make a distinctive impression on Colorado's highways and at the tour stops in Durango, Montrose, Salida, La Junta and a fifth city to be chosen by fan vote.

"The Denver Broncos are pleased to welcome Lazydays RV to its family of corporate partners," Broncos Vice President of Business Development Darren O'Donnell said. "Lazydays RV and the Broncos celebrate our fans who embrace the RV lifestyle and football tailgating experience, and we are excited to kick off our partnership with Lazydays RV for our Salute to Fans Tour."

At the Salute to Fans Tour kickoff event in Aurora, RV enthusiasts and Broncos fans enjoyed photo opportunities and autographs with former kicker David Treadwell, the Denver Broncos Cheerleaders and Miles the Mascot. Attendees gave the Broncos an enthusiastic sendoff for their first tour stop in Durango.

"Lazydays is proud to partner with the Denver Broncos, and we're grateful that the organization and its fans have given us such a warm welcome in Colorado," Lazydays Chief Marketing Officer John Lebbad said. "Football and RV tailgating bring together family and friends for good times and outdoor fun. I'm confident this new partnership will enhance the gameday experience and travel adventures of Broncos fans and RVers alike."

Lazydays offers customers the largest selection of new and pre-owned RV brands in the nation. As part of the sponsorship, Lazydays will have a season-long promotion and display several RVs at every Broncos home game. The new Lazydays RV Tailgating Lot at Broncos games will provide a VIP on-site parking location specifically designed for Broncos gameday RVers. In addition to showcasing a selection of units from Lazydays' extensive inventory, the Lazydays RV Tailgating Lot will host appearances from Broncos alumni and cheerleaders. Lazydays will also coordinate giveaways and other surprises for gameday RVers.

For more information on upcoming events co-hosted by Lazydays and the Broncos, and for a recap of the "Salute to Fans" Tour kick-off event, visit Lazydays on Facebook at <https://www.facebook.com/LazydaysRV>.

About Lazydays

Lazydays®, founded in 1976, is the world's largest RV dealership. Based on 126 acres outside Tampa, FL since 1996, Lazydays also has dealerships located in Tucson, AZ, as well as three dealerships located in



Aurora, Longmont and Loveland, CO.

Lazydays has the largest selection of RV brands in the nation featuring more than 2,500 new and pre-owned RVs, over 300 service bays and two on-site campgrounds with over 700 RV campsites. [Lazydays RV Accessories & More](#) offers more than 20,000 accessories online for your shopping convenience. Shop us online or visit one of our store locations in Florida, Arizona and Colorado.

Lazydays has built its reputation on providing an outstanding customer experience with exceptional service and product expertise, and as a place to rest and recharge with other RVers. More than a quarter million RVers and their families visit Lazydays every year, making it their “home away from home.” Lazydays has been recognized as a “Top 50 RV Dealer” by RV Business and as one of Tampa Bay’s “Top Work Places.” The Lazydays Employee Foundation, supported by payroll contributions from more than 60% of Lazydays’ employees, has contributed more than one million dollars to make many historic changes for at-risk children in the Tampa Bay and Tucson communities.

For most people, Lazydays isn't just the beginning of their journey; it's very much a part of their ride. To learn more, visit www.lazydays.com.

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Contact Information

John Lebbad

Lazydays

+1 (503) 548-1328

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