

## **Lazydays & University of Florida Gators Partnership Brings RV Tailgating to the Forefront of Game Day Activities**

### *Multi-Year Pact Amps Up Game Day Excitement across Campus*

Tampa, Florida ([PRWEB](#)) August 04, 2015 -- [Lazydays](#), the RV Authority and world's largest RV dealership, is proud to partner with one of the nation's most storied and successful sports programs – the [University of Florida Gators](#). Lazydays and the University of Florida Gators will both benefit from joint game day presence and several promotional commitments throughout their partnership.

The multi-year pact between Lazydays and the university was brokered by IMG, the university's multimedia rights partner, and will unfold across at least three years. To start, the partnership includes “Lazydays RV Tailgating Lot” branding at all 5 RV lots around campus, plus Lazydays sponsorship exposure across the University of Florida (UF) social media, radio, TV, print media and UF's own [GatorZone.com](#) sports news site. Lazydays will also host a Welcome Event exclusive to Lazydays RV tailgating lot pass holders prior to the Gators vs. Tennessee game.

“With our broad selection of RVs, we are leading the way to the ultimate tailgating experience in this industry, just as the UF Gators have numerous winning teams in intercollegiate sports, so we're a perfect pair,” said Lazydays Chief Marketing Officer John Lebbad. “Anyone who has been to a Gator game knows there is high energy pre-game excitement across campus. The Lazydays RV Tailgating Lots will be some of the most fun places to be around game day.”

For Lazydays, the University of Florida Gators partnership highlights how the RV lifestyle reaches well beyond vacationing, and is now part of people's RV adventures year round. For tailgating, one of the most popular trends are RVs turned “inside-out,” with panels on the outside that open to reveal big-screen TVs, refrigerators and mini-kitchens to host a group around the tailgating party.

“It's wonderful to have the support of a partner like Lazydays,” said Martin Salamone, Assistant Athletic Director, Revenue Generation & Fan Retention. “They truly create unique experiences for RVers, like we do on game days for our fans. Their presence will surely add to the excitement. We're looking forward to building on this relationship to create memorable events in the coming years.”

Lazydays and the University of Florida saw in each other perfect partners. UF has one of the most passionate fan bases in the nation. Football games regularly attract upwards of 90,000 people, and games regularly top the TV ratings charts.

This partnership emphasizes Lazydays commitment to the RV tailgating lifestyle. With a great selection of RVs that are perfect for the ultimate tailgating experience, the Lazydays team is always on the lookout for opportunities to celebrate outdoor activities, good times and gathering with friends and family.

Lazydays is located in central Florida, just outside of Tampa, easily accessible by Interstate 4, exit 10. Lazydays operates a world-renowned 126-acre dealership site that is home to more than 1,200 RVs representing all the nation's top brands and has [220 state-of-the-art service bays](#). Also located on the Lazydays campus is an [RV parts](#) and accessories store which has a broad selection of merchandise to enhance the RV experience, three themed restaurants, including the exclusive Crown Club for the luxury motorhome owner. The [300-site](#)



[Lazydays RV Resort](#) sits amid the overall Lazydays campus, conveniently located near I-4 & I-75 and offers a wide range of amenities designed for RVers, families and large groups. Lazydays offers a series of classes and courses to make the most of a customer's RV experience, including the popular Driver's Confidence Course.

## ABOUT LAZYDAYS

[Lazydays](#)®, founded in 1976, is the world's largest RV dealership. Based on 126 acres outside Tampa, FL since 1996 and over 30 acres in [Tucson, AZ](#) since 2011, Lazydays has the largest selection of RV brands in the nation. Lazydays features nearly 300 service bays, more than 1,400 new and pre-owned RVs, and 2 onsite campgrounds with over 700 RV campsites. 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 over 70% 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](http://www.lazydays.com).

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