



WELCOME *to the*  
WATER

**DISCOVER BOATING 2013 MARKETING PLAN**

April 3, 2013

# WE'LL CONTINUE TO WORK AGAINST OUR CAMPAIGN OBJECTIVES

- 
1. Increase **awareness** and positive **perceptions** of boating
  2. Drive manufacturer site **referrals**
  3. Generate **prospects** for dealers and manufacturers
- 





# OUR METRICS ARE BASED ON MOVING PEOPLE CLOSER TO PURCHASE

Awareness  
& Perception

Exploration

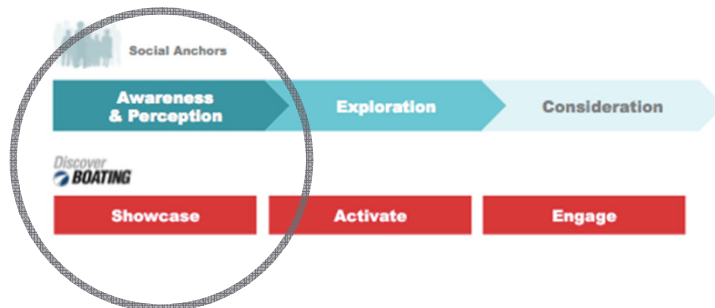
Consideration

- Increase aided awareness of Discover Boating brand versus 2012
- Drive 2MM site visits to DB.com
- Grow FB Fan Base by 10%
- Drive 600,000 manufacturer site referrals via Boat Selector Tool



# AWARENESS & PERCEPTION

**SHOWCASING THE BOATING LIFESTYLE**



# OUR WORK DELIVERS ON FUN, EXCITEMENT AND RELATE-ABILITY

Top Five Take-Aways From Our Videos, According To Consumers  
(Post-Wave Tracking Study, 2012)

- |                |     |
|----------------|-----|
| 1. Fun         | 67% |
| 2. Exciting    | 57% |
| 3. Adventurous | 54% |
| 4. Welcoming   | 48% |
| 5. Energizing  | 48% |



:15 "Angling"



:15 "Cruising"



:15 "Watersports"

"It makes me want to join in the fun."

"I could relate to the people. They look like my friends and family. Everyone is happy and having fun."

"Just got me real excited to get back to the water."



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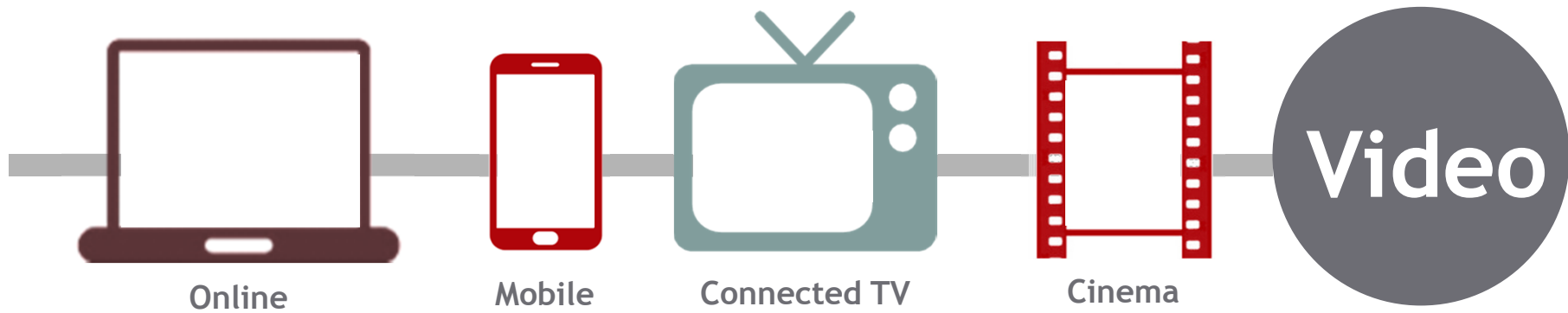


# DISCOVER BOATING 2013 PLAN

**WELCOME *to* THE WATER**  
DiscoverBOATING



# MULTI-CHANNEL VIDEO SETS THE FOUNDATION FOR BUILDING AWARENESS







# WE'RE EXPANDING UPON OUR SUCCESSFUL ONLINE VIDEO EFFORTS

## ONLINE VIDEO



- 85% of Internet users watch online video
- Users watch an average of 23.2 hours/month of online videos – a 60% increase since 2010

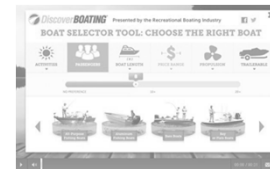
### Sites Like



### Placements



Pre-Roll and In-Stream



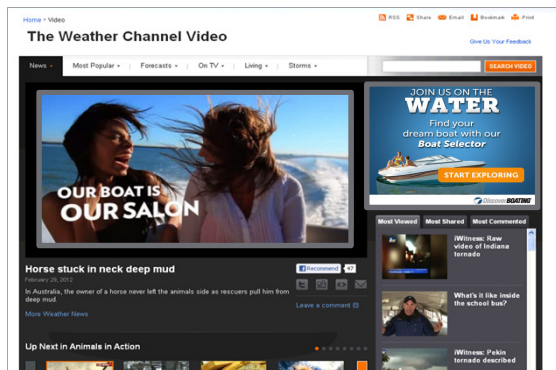
Rich Media



Custom Sponsorship (Hulu)



# USE NEW INTERACTIVE UNITS TO DRIVE ENGAGEMENT



hulu

1

## Pre-Roll Video

- Runs prior to seeing desired video content

2

## Ad Selector + Sponsorship

- Hulu's Ad Selector allows users to choose their pre-roll
- 100% exclusive sponsorship of Summer Blockbuster hub

3

## Custom Rich Media

- Embed Boat Selector Tool into our digital video ads where possible



# INCREASE EFFORTS IN MOBILE VIDEO TO KEEP PACE WITH CHANNEL GROWTH

## MOBILE VIDEO



- Our 2012 mobile video completion rates were as high as 95%
- 90 million Americans will use a tablet device in 2014
- Mobile video views grew by more than 900% YOY

### Sites and Apps Like



### Placements



Interactive Pre-Roll and In-Stream



Tablet and Mobile



Custom Game Experience



# BRING THE BOATING EXPERIENCE TO LIFE ON MOBILE DEVICES

Video and Display ads



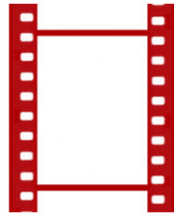
# INNOVATIVE WAYS TO BRING BOATING TO TELEVISION





# TEST CINEMA AS A COMPLEMENT TO DIGITAL EFFORTS

## CINEMA



- Cinema traffic peaks during key boating months—also when TV viewership happens to be the lowest
- Social Anchors go to the movies 2-3x a month (147 index)

### Cinemas



### Placements



On-Screen Video



Lobby Plasma Screen Placements

# CINEMA DELIVERS THE ULTIMATE BOATING VIDEO EXPERIENCE



# PR UPDATES



**WELCOME To The WATER**

Discover BOATING





## ON-WATER MEDIA EXPERIENCES DRIVE COVERAGE

- Gives consumer media first-hand boating experiences
- Showcases variety of boat types & activities
- On the water in NYC, Chicago, San Francisco, Seattle



*Boating is perhaps the only method of travel where the idea that "getting there is half the fun" still rings true*

Coastal Living, Jan '13





# FULL THROTTLE OUTREACH

TARGET: TV, RADIO, PRINT & ONLINE MEDIA

- Enhanced Mom Blogger outreach
  - Family-centric blogger program
  - Two posting waves on separate boating topics
  - 30-35 bloggers on board
  - Timing: June & July
- Comprehensive editorial calendar
  - Spring/summer news releases
  - Boating story ideas & pitch angles
  - 1,500+ boating news stories have run in news outlets in 2013



HOME | ABOUT | DOWN SYNDROME | BLOGGING FUN | FAMILY LIFE | REVIEWS

*Boating – It's A Family Affair!*  
by Carrie with Children with 2 comments

My husband grew up boating his entire life and enjoys sharing his love of the water with our girls. During the summer months, we love spending the weekends on our boat. It's a great way for us to unwind and unplug while we soak up the sunshine.



**Dreaming of summer fun?  
Why winter is one of the  
best times to buy a boat**

Post-holiday sales aren't the only deals to be found during the winter months. Starting in January, and running all winter long, boat

calculators to estimate monthly payments. Websites like DiscoverBoating.com even a boat show finder to locate a boat show in your

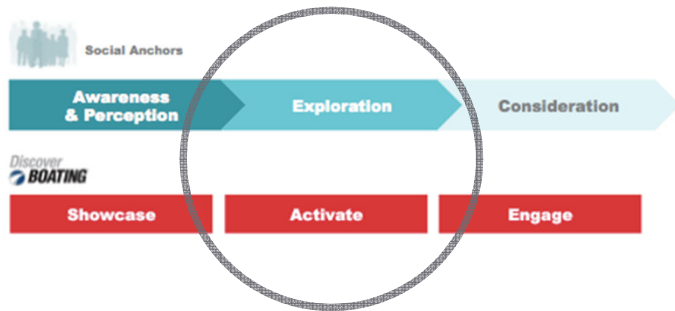
■ **Get your feet wet.** Boat shows bring the great outdoors indoors, creating an environment to enjoy the sights and sounds of summer

The Morning Call, 1/5/13



# EXPLORATION

## ACTIVATING THE COMMUNITY





 Discover Boating



## Discover Boating

536,075 likes · 3,503 talking about this

✓ Liked

Message



Travel/Leisure

Discover Boating is a public awareness effort powered by the North American recreational boating industry.



Photos

 536k

Likes



Free Beginners' Guide

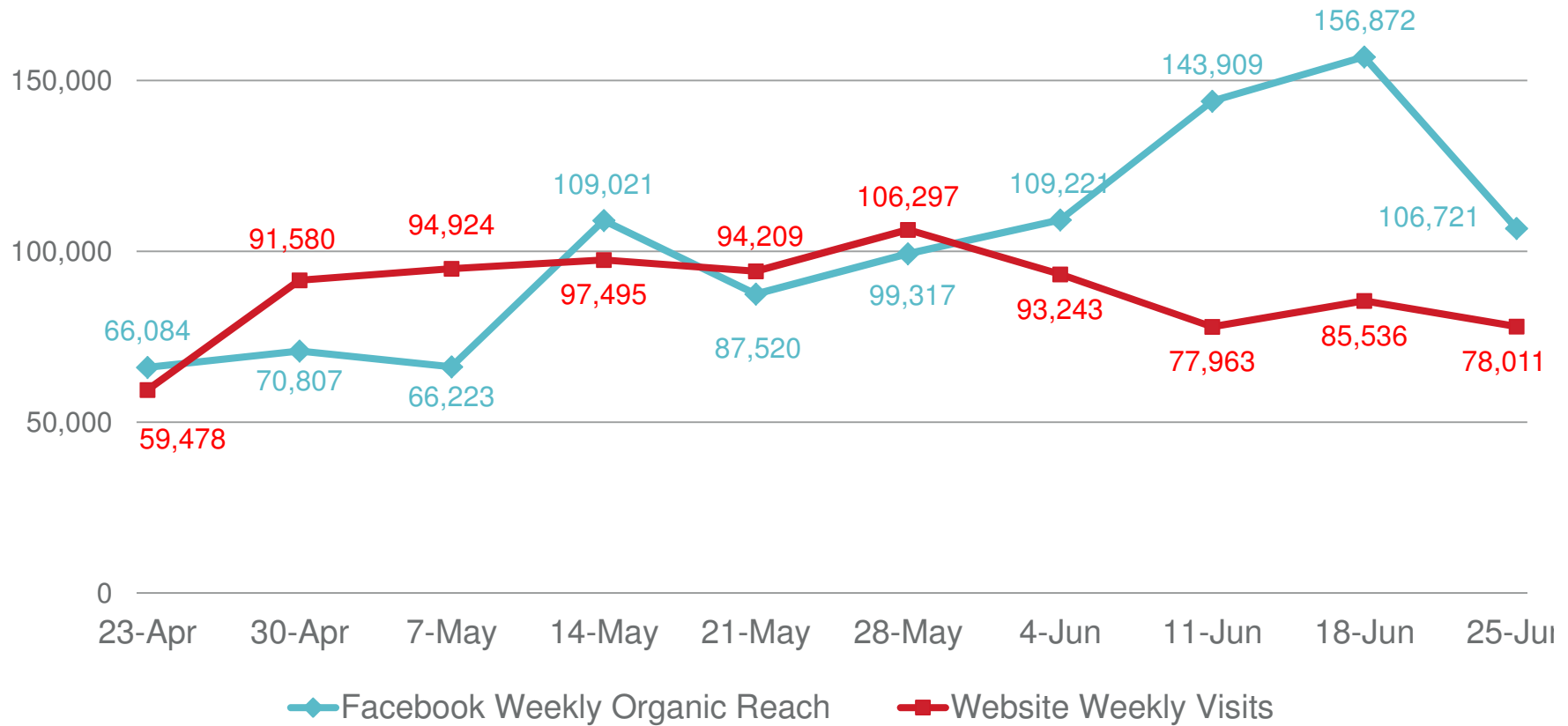


Boat Selector

5

About – Suggest an Edit

# FACEBOOK REACH MIRRORS DISCOVERBOATING.COM, BUT IT PLAYS A DIFFERENT ROLE





# DISCOVER BOATING'S FACEBOOK AUDIENCE PROFILE

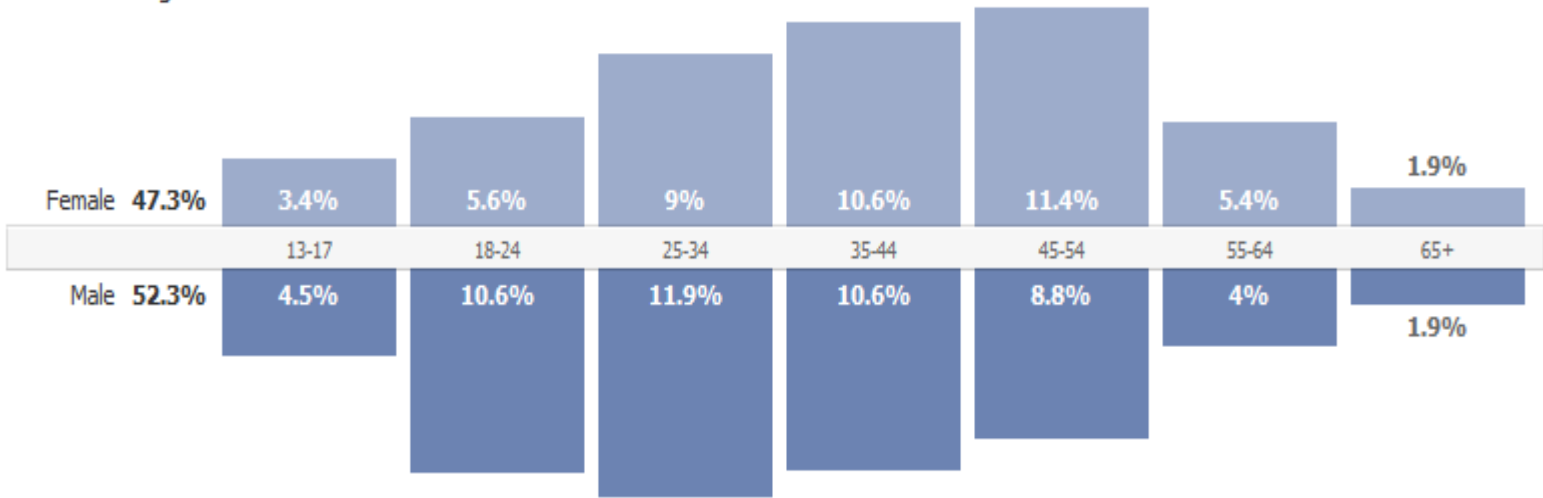


Discover Boating

Timeline

✓ Liked

Gender and Age ?



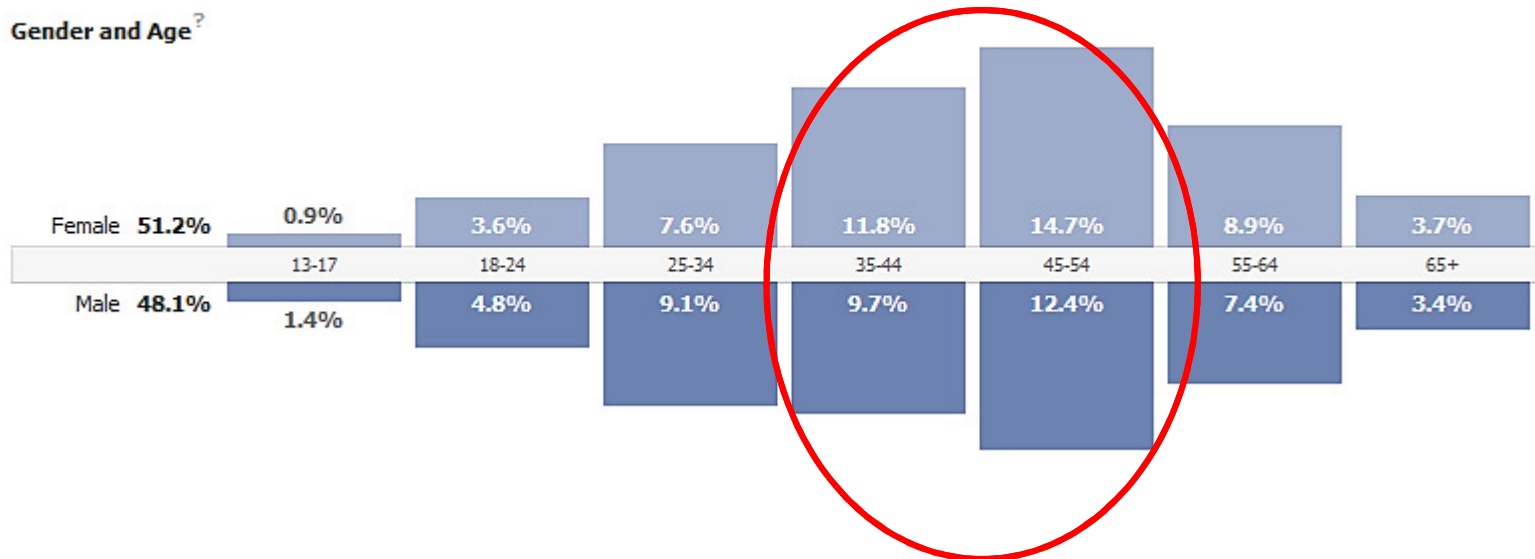
Source: Facebook 3/29/2013



# WHO IS RESPONDING TO OUR POSTS?

## Who Is Talking About Your Page (Demographics and Location)

### Gender and Age<sup>2</sup>

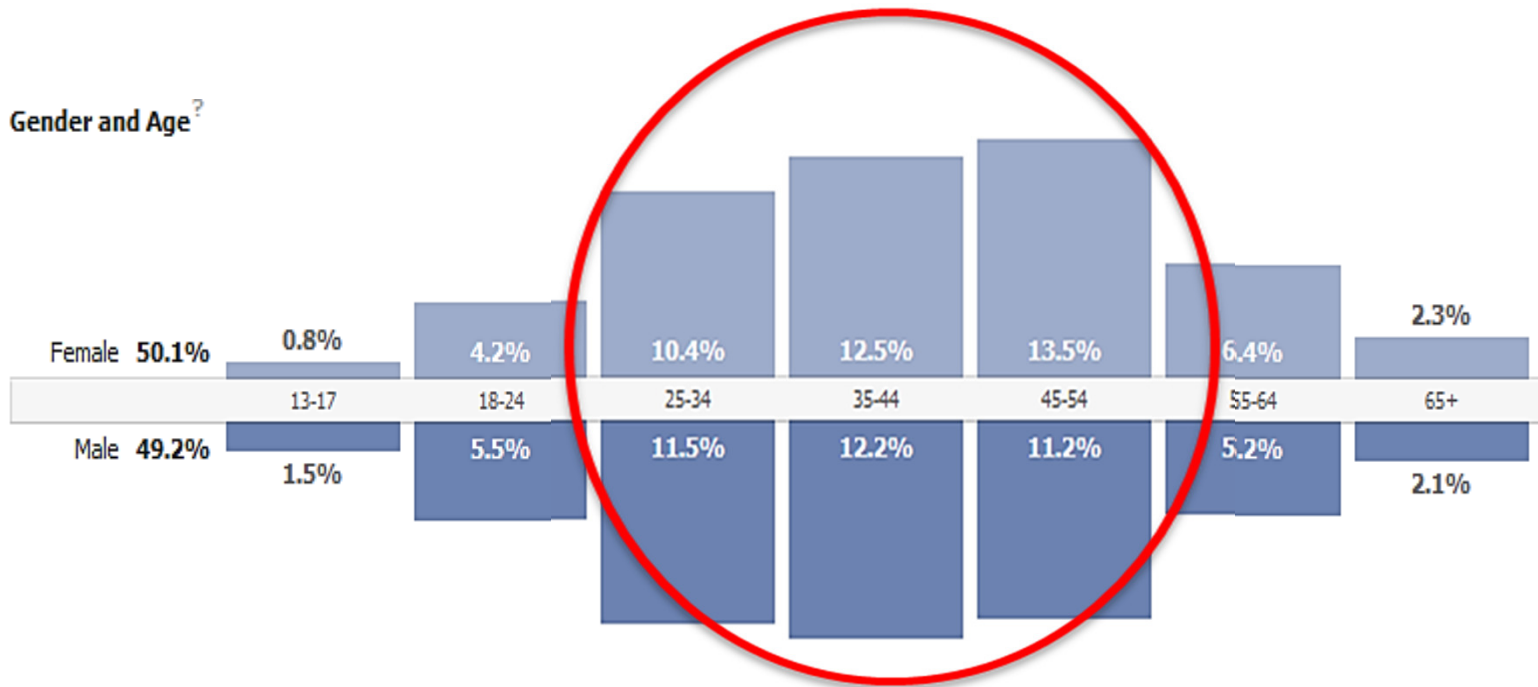


Source: Facebook 3/29/2013



# WHO IS LISTENING

Gender and Age ?



Source: Facebook 3/29/2013





# TWITTER: DOUBLE @DISCOVERBOATING FOLLOWERS

**Discover Boating Gal**  
@discoverboating  
Helping people discover why life is better with a boat.  
Anywhere with water - <http://www.discoverboating.com>

1,287 TWEETS   4,101 FOLLOWING   7,727 FOLLOWERS

**Tweets**

- Discover Boating Gal** @discoverboating  
@oceanbchmarina Glad to hear! Thanks for checking out the Discover Boating website!  
[View conversation](#)
- Discover Boating Gal** @discoverboating  
discoverboating.com got a #makeover! Explore the new home activity pgs. We'd love to know what u think. [ow.ly/i/1LO2n](http://ow.ly/i/1LO2n)  
[View photo](#)
- Discover Boating Gal** @discoverboating  
New Blog Post: Buyer's Guide to Offshore Fishing Boat /jqQHO #GoneFishin  
Expand
- Discover Boating Gal** @discoverboating  
Amazing #boating photo! MT @gopro: Photo of the Day, foils during @americascup training w/ @OracleTeamUS

- Double followers through a promoted account this spring
- Comprehensive posting calendar
- Engaging with consumers, industry stakeholders & media every day



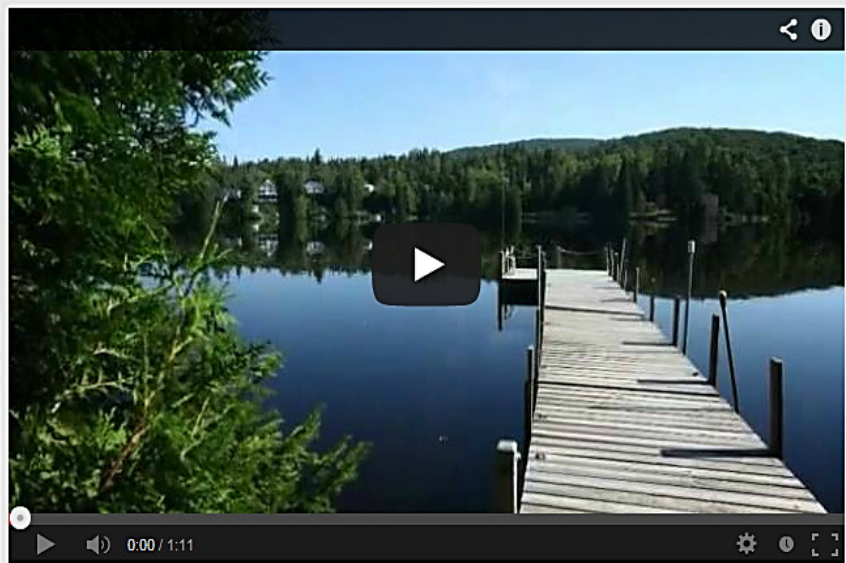
**Discover Boating Gal** @discoverboating 26 Mar  
Amazing #boating photo! MT @gopro: Photo of the Day! Flying on foils during @americascup training w/ @OracleTeamUSA.  
[pic.twitter.com/fUPpdEJmJ](http://pic.twitter.com/fUPpdEJmJ)  
[View photo](#)

**Discover Boating Gal** @discoverboating 27 Mar  
discoverboating.com got a #makeover! Explore the new home & activity pgs. We'd love to know what u think. [ow.ly/i/1LO2n](http://ow.ly/i/1LO2n)  
[View photo](#)



**Discover Boating** [Subscribe](#) 507 507 subscribers 540,032 video views

Featured Browse videos Search Channel



Dream Awake 335 views

**About Discover Boating**  
Hey Everyone!  
Time spent on a boat is quality time. Out on the water there are no distractions. You can focus on each other. You can have conversations. Share stories. Laugh. Reconnect and create memories that will last a lifetime.  
Life really... more v

[discoverboating.com](#)  
[Facebook](#)  
[Twitter](#)

by discoverboating  
Date Joined Mar 2, 2007  
Country United States

A small profile picture of a man smiling, partially visible on the right edge of the page.



# Pinterest

10 Boards

160 Pins

15 Likes

Activity

106 Followers

19 Following

### My Dream Boat

23 pins



### Boat Brands from A-Z

24 pins



### Discover Boating

6 pins



### Family Fun

15 pins



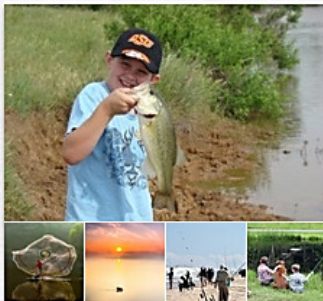
### Sailing With The Wind

6 pins



### For The Love Of Fishing

10 pins



### Get On The Water-Sports

26 pins



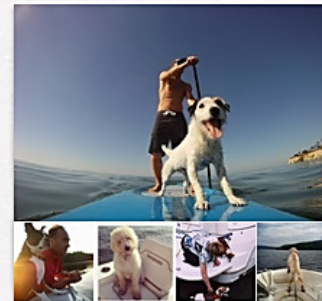
### Pinspire

22 pins



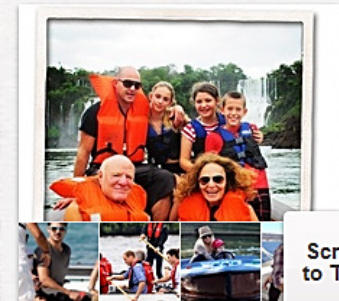
### Pets Love The Water Too

14 pins



### Celebrities Boat

14 pins



Scroll to Top



**A NATIONAL DAY TO CELEBRATE BOATING**





# PARTIAL LIST OF INDUSTRY SUPPORTERS



National Marine Manufacturers Association

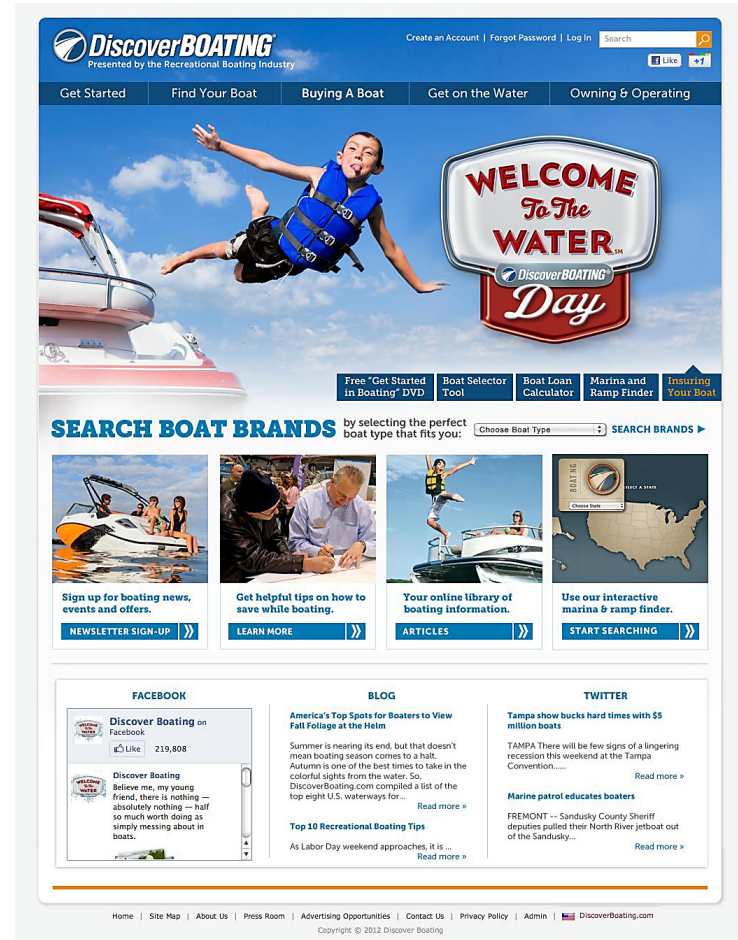


shing.org



# NATIONAL PR AND SOCIAL EFFORTS

- Featured on DB.com Home Page
- Social Media campaign with participating sponsor organizations (Twitter and FB)
- National PR outreach





Get Started

Find Your Boat

Buying a Boat

Get on the Water

Owning & Operating

## START SUMMER WITH A SPLASH AT NATIONAL MARINA DAY!



On June 8, 2013, marinas across the country will open their doors to celebrate National Marina Day! Head to your nearby marina to learn about your local waterfront community, enjoy the boating lifestyle and experience for yourself all the fun that can be had on the water.

**See a listing of participating marinas.**

City

State

OR

Zip Code

Radius

**Search**

**View All Participating Marinas**



# ONSITE SUPPORT

1x Banners (8' x 3') also available without a date



2x Window Clings (14" x 9")



100 Windshield Clings (5" x 3.5")



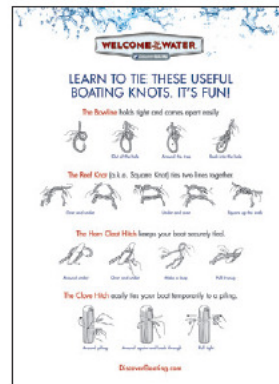
100 BumperStickers (10" x 3")



100 A Beginner's Guide To Boating Books



100 Knot Tying Brochures



100 Welcome To The Water Coupon/Rebate Books





# POTENTIAL ACTIVITIES

- Hands-on boat training
- On-water safety seminars
- Trailering demos and instructors
- Boat rides
- A myriad of activities could be planned with emphasis on experiential hands-on events that will get consumers out on the water
- To be determined on local basis





# WELCOME TO THE WATER ACCESSORY COUPON/REBATE BOOKLET

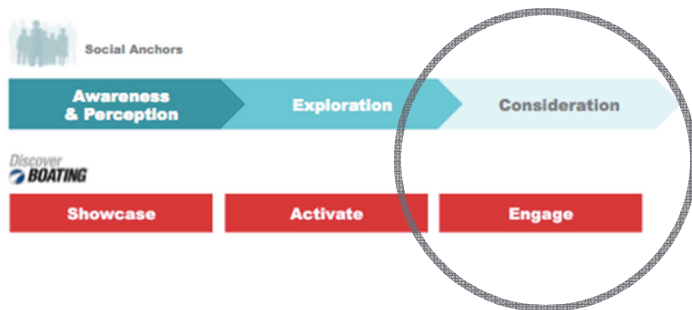


Contact Freya Olsen at [folsen@mma.org](mailto:folsen@mma.org) for more information



# CONSIDERATION

**ENGAGE POTENTIAL BOATERS**



# WELCOME *To The* WATER

Discover BOATING

Discover **BOATING**  
Presented by the Recreational Boating Industry

Sign In | Forgot Password | Sign up

Search

Like 526k

Get Started | Find Your Boat | Buying A Boat | Get on the Water | Owning & Operating



### WHAT IS DISCOVER BOATING?

Find out why we're your best source for all things boating.

LEARN MORE >>

### FIND YOUR PERFECT BOATING MATCH

- INBOARD DIE / WAKEBOARD BOATS
- ALUMINUM FISHING BOATS
- PONTOON BOATS
- CENTER CONSOLE

BOAT SELECTOR TOOL >>

GET ON BOARD ●●●

### Nautical Updates

SIGN UP NOW >>

### SUM IT UP

LOAN CALCULATOR >>

### A Boatman's Guide To Boating

WELCOME TO THE WATER

BEGINNER'S GUIDE TO BOATING >>

## WHAT'S HAPPENING ON THE WATER

All | Facebook | Twitter | Videos



DISCOVERBOATING  
NEED TO FIND THE PERFECT GIFT THIS HOLIDAY? TRY OUR BOAT SELECTOR TOOL!  
DECEMBER 06, 2012

DISCOVERBOATING  
THERE'S STILL TIME TO WINTERIZE YOUR BOAT. LEARN MORE HERE  
HTTP://BIT.L/1301410TR





+

**IT'S EASY TO  
GET HOOKED**



- DISCOVER BOATING
- CRUISING
- FRESHWATER FISHING
- SALTWATER FISHING
- WATERSPORTS
- SAILING

**BOAT  
SELECTOR**

With lakes, rivers and streams to choose from, freshwater fishing is all about reeling in the big one.

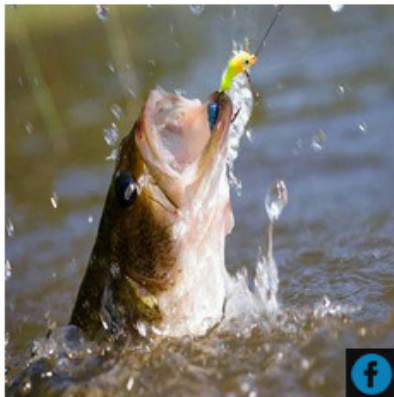
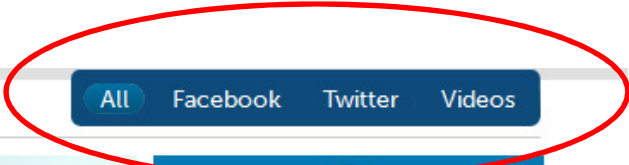
**FISHING BOATS >>**

**2. ALUMINUM FISHING BOATS**  
[VIEW BRANDS](#)

- 8 MAX
- 8-24 FT
- \$2K - \$65K
- OUTBOARD ENGINE
- NO

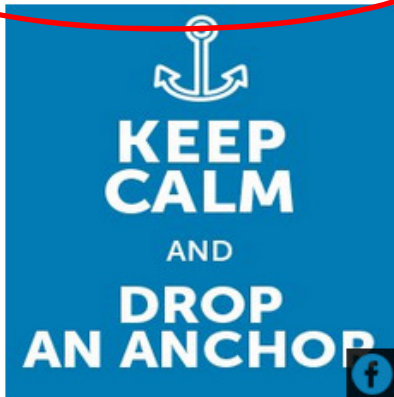
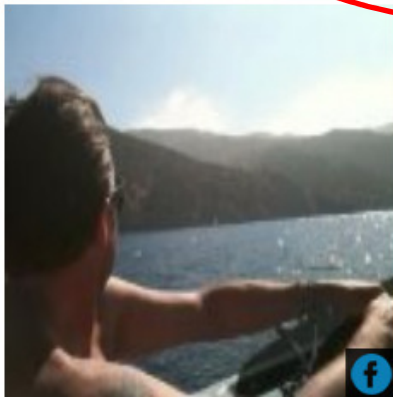
**2. ALUMINUM FISHING BOATS >>**

## WHAT'S HAPPENING ON THE WATER



@DISCOVERBOATING  
THANKS TO ALL FOR THE #FF  
BOAT LOVE! HOPING EVERYONE  
HA...  
MARCH 22, 2013

@DISCOVERBOATING  
#HAPPYSPRING! STILL FEELING  
THAT WINTER CHILL? WARM UP ...  
MARCH 20, 2013



@DISCOVERBOATING  
CHECK OUT OUR BLOG POST ON  
THE DIFFERENCE BETWEEN DECK  
...  
MARCH 19, 2013

@DISCOVERBOATING  
@SEASTARSOLUTION YOU'RE  
CORRECT! IT'S CHICAGO!  
MARCH 15, 2013



# WELCOME To The WATER


Discover BOATING

Discover BOATING Presented by the Recreational Boating Industry

Get Started | Find Your Boat | Buying a Boat | Get on the Water | Owning & Operating


## FRESHWATER FISHING

With nearly 44 million freshwater anglers in the U.S., freshwater fishing consistently tops the list of favorite outdoor sports. What makes people get fishing? Maybe it's the variety. Lakes, rivers and streams are a lot of different kinds of water. Bass, largemouth, sunfish, muskie, bluegill—goes on and on. Or maybe it's because freshwater fishing can be as much about spending time with family and friends enjoying the outdoors as much as it is about catching the big one. Whether you want to fish legal freshwater fishing fish and recreation or are interested in researching different types of fishing boats, register for our today to discover the unique joys that freshwater fishing can bring to your life.




### Best Boats for Freshwater Fishing

BOATS



### Fish Found in Freshwaters

FISH



### Fishing Content

<b>GETTING STARTED</b> <ul style="list-style-type: none"> <li>Types of Freshwater Fishing Boats</li> <li>Boating is Affordable</li> <li>Take on Resale from a Certified Dealer</li> <li>Why Buy an INRMA Certified Boat</li> </ul>	<b>SAFETY AND GEARING</b> <ul style="list-style-type: none"> <li>Safe Fishing Tips</li> <li>Top Tips to Clean and Green Boating</li> <li>Codes of Annapolis Ethics</li> <li>Boat Protection</li> <li>Fish Extraneous</li> <li>First Aid Supplies</li> </ul>	<b>TRICKS/KNOWLEDGE AND THIS</b> <ul style="list-style-type: none"> <li>Freshwater Fishing Tactics</li> <li>Freshwater Fishing Tips</li> <li>20 Smart Fishing Tips</li> <li>Fishing with Kids</li> <li>Fishermen &amp; Fish</li> </ul>
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Discover BOATING Presented by the Recreational Boating Industry

Get Started | Find Your Boat | Buying a Boat | Get on the Water | Owning & Operating

## WATERSPORTS

Watersports such as water skiing, waterboarding and tubing offer you and your family the ultimate in fun and high-energy adventure!



### Best Boats for Watersports

BOATS



### Watersports Content

<b>GETTING STARTED</b> <ul style="list-style-type: none"> <li>Waterboarding and Waterboarding Terms</li> <li>Boating in Afterlife</li> <li>Types of Watersports</li> <li>Waterboarding Boat Buyer Guide</li> </ul>	<b>SAFETY AND GEARING</b> <ul style="list-style-type: none"> <li>Top Tips to Clean and Green Boating</li> <li>Boat Protection</li> <li>Fish Extraneous</li> <li>First Aid Supplies</li> </ul>	<b>TRICKS/KNOWLEDGE AND THIS</b> <ul style="list-style-type: none"> <li>Waterboarding Terms</li> <li>Boating in Afterlife</li> <li>Types of Watersports</li> <li>Waterboarding Boat Buyer Guide</li> </ul>
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## Jet Boat

### Looking for prices and models?

Visit the manufacturer's website below or sign up to have a local dealer contact you.

» [Yamaha WaterCraft](#)

## Top reasons to buy a boat from a Marine Five Star Certified Dealer

Be confident you are choosing a business that is committed to your satisfaction. Buy from a Marine Five Star Certified Dealer offers the following benefits:

- You are assured of a high level of reliability and honesty
- Knowledgeable staff who have access to ongoing training
- Top-notch service and repair facilities
- Comprehensive product support before, during and after the sale
- Guaranteed opportunity for you to provide feedback and resolve issues
- Peace of mind that comes with the marine industry's [Consumer Bill of Rights](#)



Take a look at our list of [Certified Dealers](#).

Address 2

City

State  Zip Code

Phone Number

Email

Do you own a boat?  
 Yes  No

Would you like to receive a FREE 'Get Started in Boating' DVD?  
 Yes  No

When do you plan to purchase a new boat?

Your information will be provided to manufacturers and/or nearby dealers so they may respond to your request for further information.

**Submit**

**BOOKMARK & SHARE**





# WELCOME To The WATER

DiscoverBOATING

DiscoverBOATING

[view online](#)



## WELCOME TO THE WATER

We're glad to have you aboard! Your complimentary copy of *A Beginner's Guide to Boating* — our exclusive how-to guide, packed with information to help you launch your boating life — is on its way.

Be sure to spend some time exploring [DiscoverBoating.com](#). It's your go-to resource for everything you need to know about boating and enjoying the boating lifestyle, featuring

- Boating articles and advice
- How-to guides covering everything from boat maintenance to trip planning
- Boating news, events, destinations and more

You'll also want to take a look at our **Boat Selector** — an online tool designed to help you choose the right boat. It's an easy and fun way to navigate through your options and find the ideal boat for you and your family.



Another great resource is our **Get Started in Boating DVD**. You can preview this DVD online and order a copy or sign up to watch it online.

Whether you're looking for adventure, relaxation or just want to spend more time with your family and friends, there are countless ways to have fun with a boat — fresh or saltwater fishing, watersports such as waterskiing and wakeboarding, tubing, racing, cruising, entertaining — the list is limited only by your imagination.

If you no longer wish to emails from us, you can [unsubscribe at this link](#).

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National Marine Manufacturers Association, 231 S. LaSalle St., Suite 2050, Chicago, IL 60604

DiscoverBOATING

[view online](#)



## WELCOME ABOARD!

Thanks for your interest. Our goal is to help you find the boat that's right for you and your lifestyle. We hope our **Boat Selector Tool** has been useful. Manufacturers of the types of boats you've selected will be in contact with you soon.

Remember, you can find everything you need to launch your boating life at [DiscoverBoating.com](#) — from [how-to](#) articles to [great places to boat](#) to tips on [owning & operating a boat](#).

Here are a few aluminum fishing boat brands that might interest you:

- » [Alumacraft](#)
- » [Crestliner Boats](#)
- » [G3 Boats](#)
- » [Kevcon Corporation](#)
- » [Lowe Boats](#)
- » [Lund Boats](#)
- » [MirroCraft](#)
- » [Pond King](#)
- » [Princecraft](#)
- » [Sea Ark Boats](#)
- » [Smoker Craft](#)
- » [Starcraft Marine](#)
- » [Sylvan](#)
- » [Tracker Boats](#)
- » [War Eagle Boats](#)
- » [Weldcraft](#)

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National Marine Manufacturers Association, 231 S. LaSalle St., Suite 2050, Chicago, IL 60604

# WE CAN MAKE THE PROCESS EASIER BY GUIDING THEIR CHOICE

## Beginner's Guide Page/Registration



**DBLS**

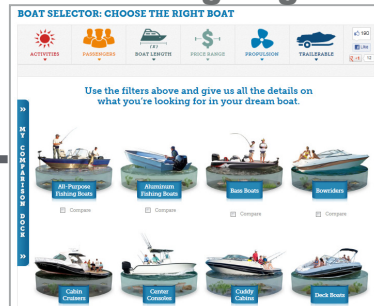
**MNFR Sites**

Prospect Path

Referral Path



## Boat Selector Landing Page



## Boat Detail Page



**MNFR Sites**

**DBLS**

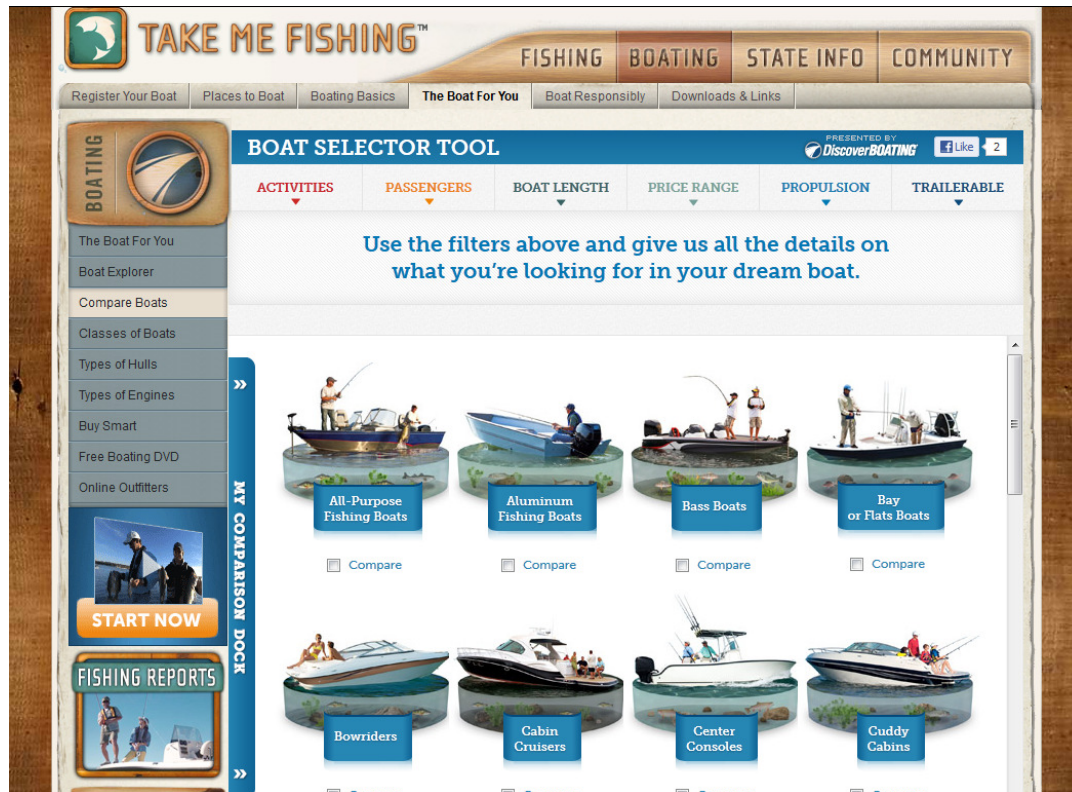




# INCREASE REFERRALS BY EMBEDDING THE BOAT SELECTOR ON KEY SITES

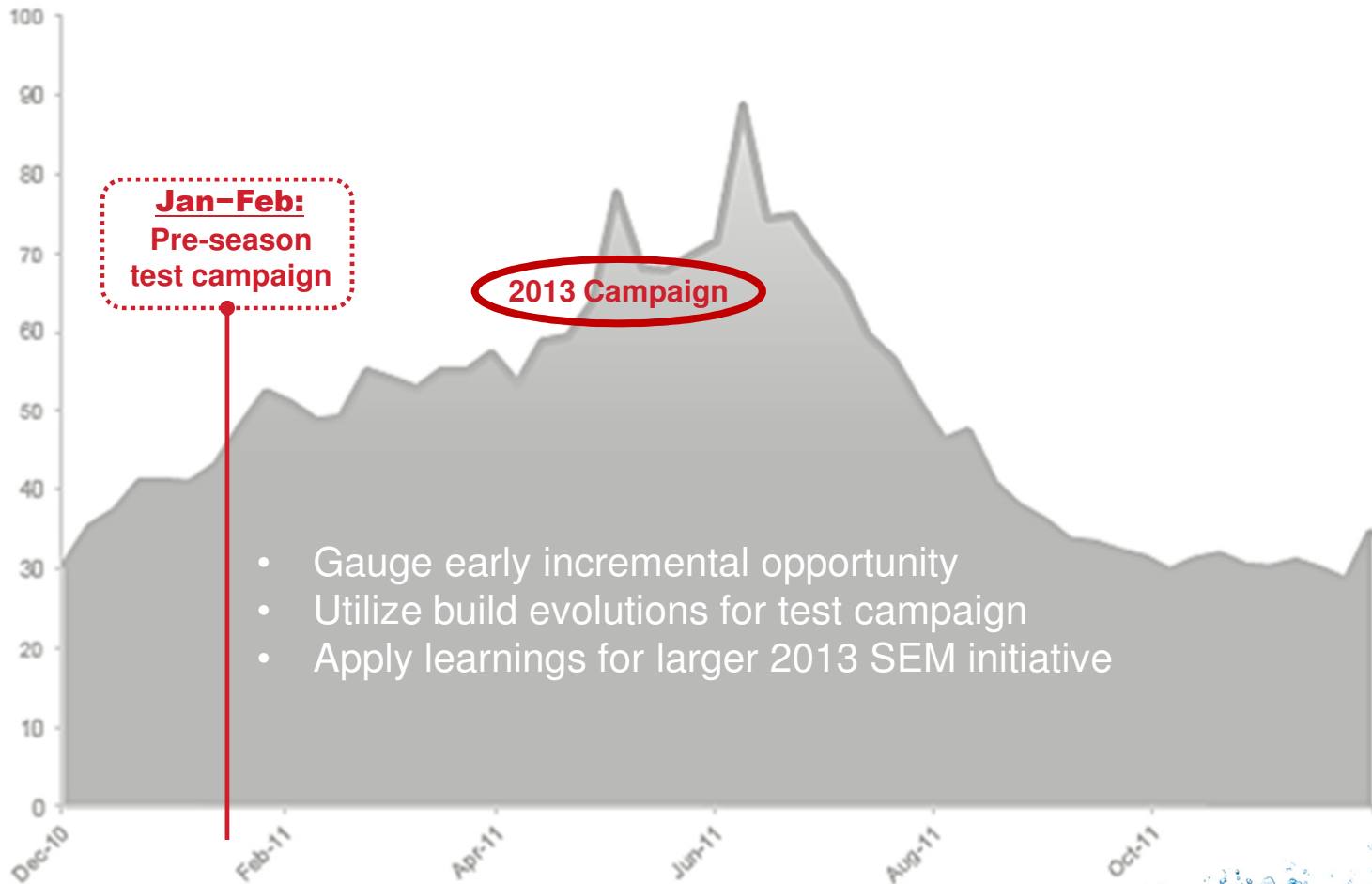
## Boat Selector Integration

- Continue to leverage endemic sites and partnerships to expand Boat Selector's reach
- Explore added value integration opportunities
- Replicate full experience by housing tool on its own branded page



# PEOPLE START DREAMING BEFORE BOATING SEASON BEGINS

Google Queries Index



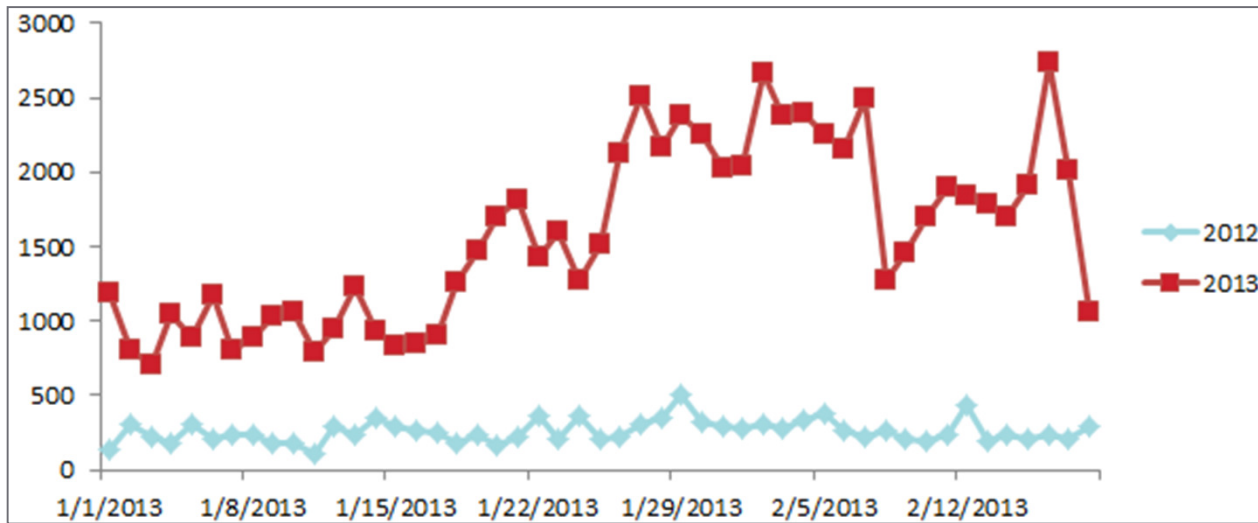
Sources: Google internal data on the top converting keywords from the Discover Boating account, US.





# STRONG LIFT IN REFERRAL ACTIVITY VALIDATES EARLY SEASON TRAFFIC

Manufacturer Site Referrals



Referral Highlights



**52K**  
Incremental  
Site Referrals



**Distribution**  
Of Action Rates  
Across U.S.



**613%**  
Increase YOY

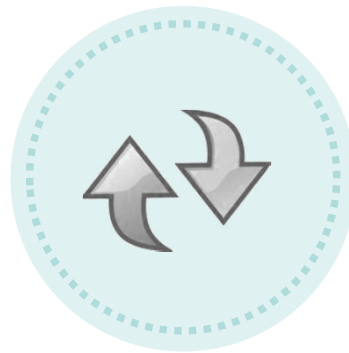


## EFFICIENCIES WERE SEEN WITH LESS COMPETITION IN AN AUCTION-BASED ENVIRONMENT



Cost-Per-Click:

**21%** Lower vs. 2012  
Peak Season

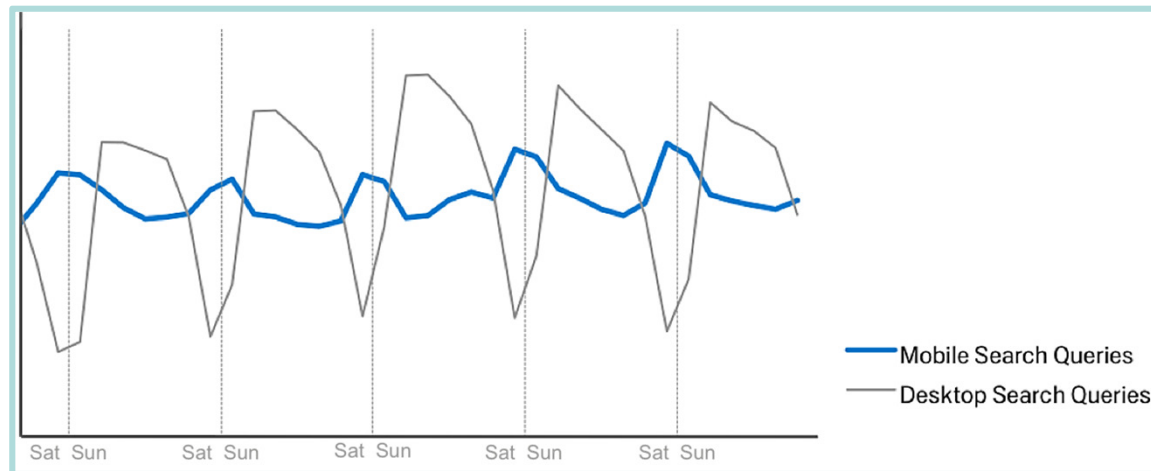


Cost-Per-Referral:

**10%** Lower vs. 2012  
Peak Season

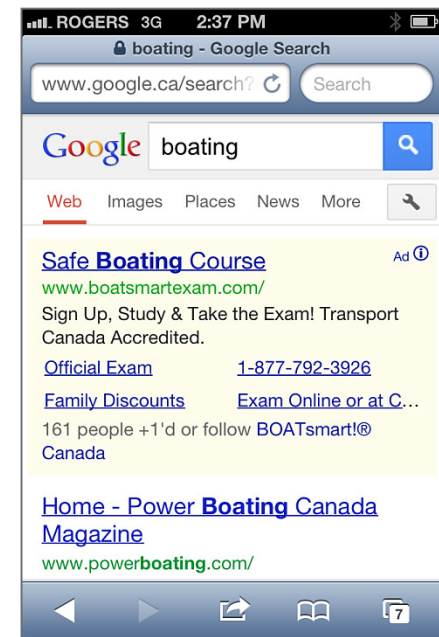


# MOBILE SEARCH TEST



## Mobile search complements desktop

- Mobile searches spike at times when people are away from their computers
  - Weekends, Lunch Hours
- Testing in Canada





# 2013 MARKETING PLAN

Connection Plan Tactics	2013																																																		
	JANUARY			FEBRUARY			MARCH			APRIL			MAY			JUNE			JULY			AUGUST			SEPTEMBER			OCTOBER			NOVEMBER			DECEMBER																	
	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16
<b>Key Dates</b>	Miami Boat Show (Feb 28-29), Campaign Launch (Mar 1-2), Memorial Day (May 27), National Mama Day* (Jun 3), Father's Day (Jun 17), Fourth of July (Jul 4), Labor Day (Sep 2)																																																		
<b>AWARENESS &amp; PERCEPTION</b>																																																			
Video: online, mobile/tablet, connected TV																																																			
Cinema																																																			
PR																																																			
<b>EXPLORATION</b>																																																			
Boat Selector Integration																																																			
Paid Social																																																			
Facebook/Pinterest Page																																																			
Website																																																			
<b>CONSIDERATION</b>																																																			
Search																																																			
Display																																																			
Pinterest																																																			

\*Date TBD

**Key:**  
 Awareness & Perception  
 Exploration  
 Consideration



# GROWBOATING.ORG



INDUSTRY  
RESOURCE  
CENTRE

[Overview](#) | [Resources Toolkit](#) | [Dealer Certification](#) | [News + PR](#) | [Retrieve Leads](#)

**TOOLS YOU CAN USE**

## Promotional Materials

- Door Window Clings
- Bumper Stickers
- Windshield Stickers

[CLICK HERE TO ORDER](#) ▼

1 2 3 4 5 6

Discover Boating is an industry-wide effort to promote the boating lifestyle and improve the boating experience to increase participation and ultimately sales of marine products and services.

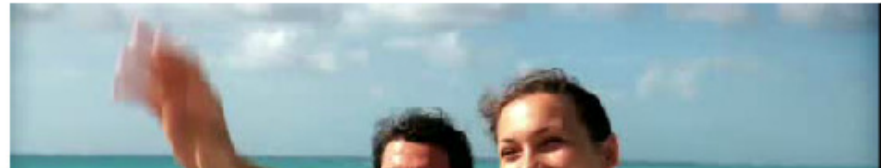
### News:

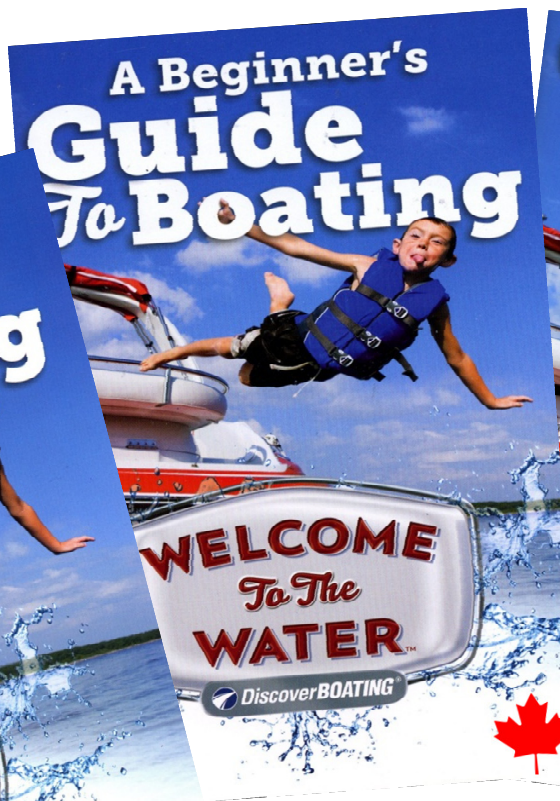


#### New Accessory Funding Model Launched

North American marine accessory manufacturers will soon join boat and engine manufacturers in funding the campaign. A voluntary funding model for contributions for accessory manufacturers was

### Welcome to the Water Video:







**WELCOME**  
*To The*  
**WATER**

*For Under*  
**\$250/month**

 **DiscoverBOATING**



# QUESTIONS?

- Carl Blackwell – [cblackwell@nmma.org](mailto:cblackwell@nmma.org): General, Advertising & Collateral
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- Freya Olsen – [folsen@nmma.org](mailto:folsen@nmma.org): Grow Boating Funding

*Last but not least ...*

- Joe Lewis – [joe@mtdoraboats.com](mailto:joe@mtdoraboats.com): Chairman of Grow Boating, Inc. & Owner of Mt. Dora Boating Center and Marina



**WELCOME**  
*To The*  
**WATER**



**DiscoverBOATING**

SM