

A national day to celebrate boating





Concept

Multiple business entities unite to achieve a common goal that will also serve their own business interests



Objective

- Promote boating and the boating lifestyle
- Grow boat ownership
- increase participation and interest in boating

Prospect Development

Get More Prospects into the

Repeat Buyers

- 70% of new boat sales originate from repeat buyers
- 50% of repeat buyers that purchase a new boat previously purchased a pre-owned unit
- Successfully attracting repeat buyers demands a solid strategy for addressing their current boat!



First Time Buyers

- 70% of first time buyers purchase a pre-owned unit
- Over 50% of pre-owned transactions occur outside of dealerships
- What % of your new boat buyers bring a trade?
- Stocking pre-owned units expands your potential reach.

Partial list of industry supporters



National Marine Manufacturers Association



TAKE ME FISHING™
shing.org

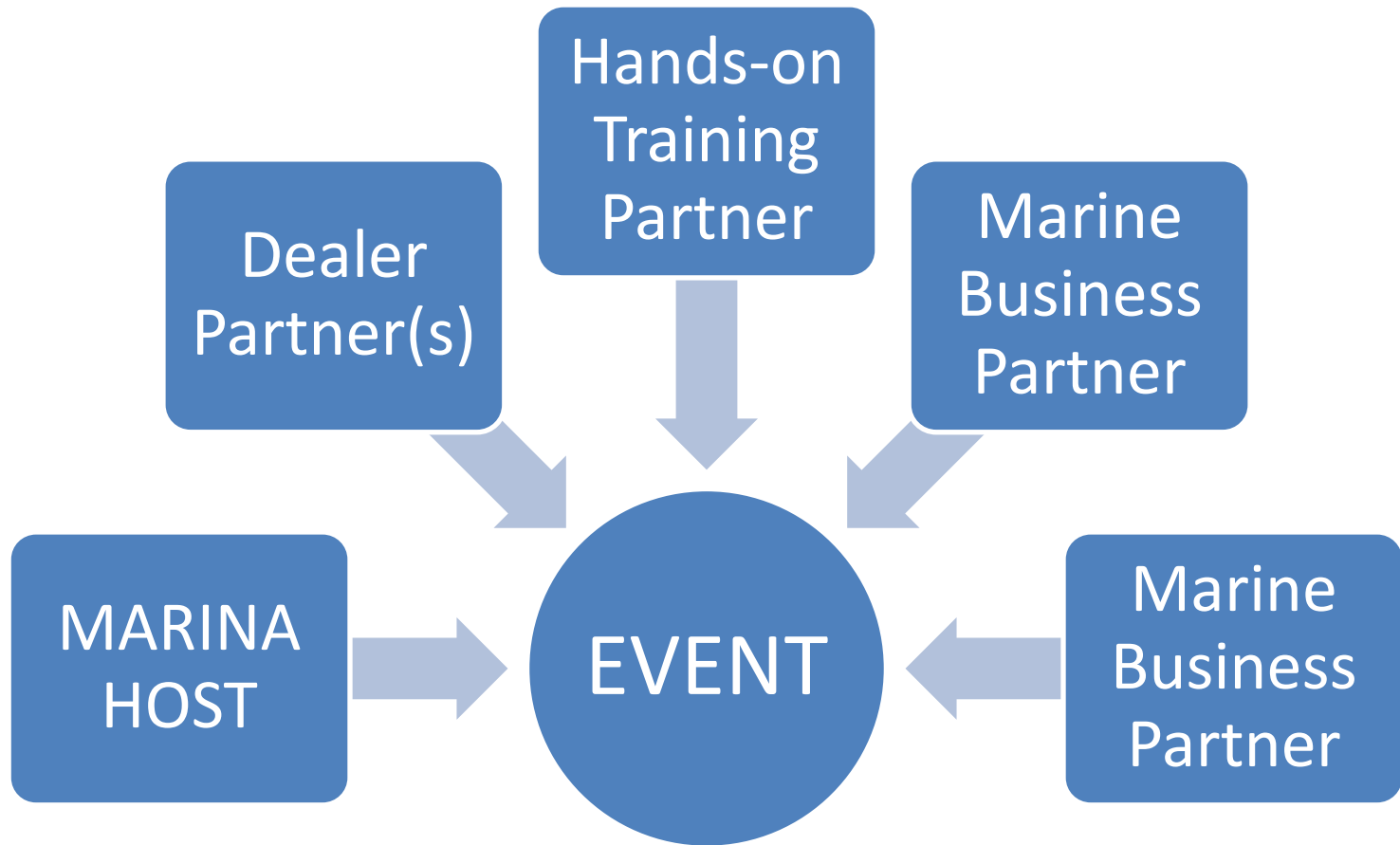


How *did* it work?



Marina
Hosts
Event

How does it work?



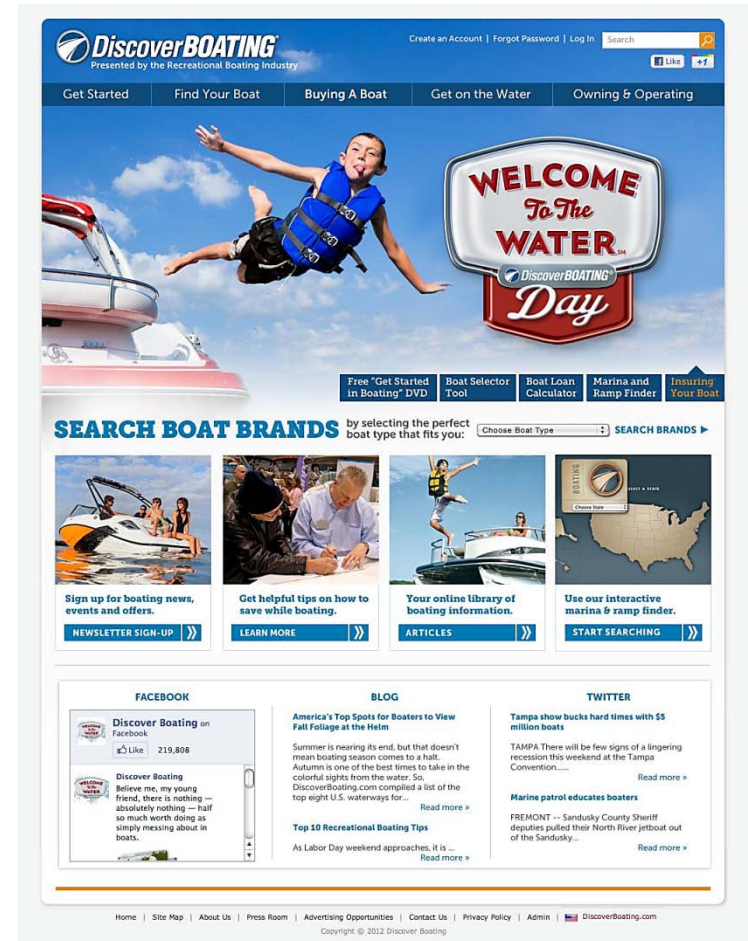
Finding Partners

www.nationalmarinaday.org

Local dealers, training schools,
Professional Instructors, retailers,
service providers, etc

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



What kind of events work best?

Potential Activities

- Hands-on boat training
- On-water safety seminars
- Trailering demos and classes (local truck dealer)
- 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



Invite the 4-legged Family Members



<http://www.pawsaboard.com/>



41%



Discover Boating Puts You at the Helm



Results/Highlights

- 2000+ participants
- Boat Ownership among participants
 - 63% own boats
 - 37% non- boat owners
- 78% want more training
- 65% considering boat purchase



Flexible, Modular Content

Something for everyone

Target Audience Specific

- Beginners/Newcomers
- Intermediate skills
- Advanced Skills

Segmentation

- Women
- Kids/youth
- Couples
- etc



Multi-Purpose Tool

- Suitable for a wide variety of events
- Individual customized content
- Very popular activities that attract participants



Key Elements

- Creative Marketing Critical
- Sales Neutral Atmosphere
- Certified instructors from training “Authority”
- Participation Partners
 - Supporting businesses wherever possible
 - Committed Industry Stakeholders





**HANDS ON LEARNING EVENTS
FOR POWERBOATERS**



**HANDS ON LEARNING EVENTS
FOR SAILORS**

www.rhodeislandboatshow.com

Discover Boating Event “in a box”

Discover Boating Hands on Learning Series



Event Conduct Manual

Content, Guidelines & Logistics

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Finding Qualified Instructors



National Marine Manufacturers Association



TAKE ME FISHING™
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Finding Qualified Instructors

www.nationalmarinaday.org

Local Training Schools

Qualified Captains with Great teaching
skills

Instructor Training and Orientation

8 to 10 regional meetings for
instructors



Discover Boating Events Manual

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Saturday June 8, 2013



Webinar can be viewed
Here- <http://GrowBoating.org>



SEE YOU ON THE WATER