

Supporting Member Benefits

"Best media relations investment in the boating industry"

*Capt. Joe Frohnoefer
Chairman / CEO
Sea Tow Services
International Inc.*

Connect with over 300 boating journalists who cover every aspect of boating in North America and around the world



Seen during recent Writing Awards presentations at the Miami Boat Show are, from l.: Carol Cronin of *Boats.com*, freelancer and blogger Tasha Hacker who writes for *Cruising World*, BWI President Alan Wendt, and writer, author and lecturer John Kretschmer.

The past few years have created challenges and new opportunities to craft fresh solutions for both the boating and media industries as they redefine themselves in this new world economy.

BWI represents more than 300 writers from traditional print magazines, websites and newspapers to the evolving forms of social media. They are the front-line communicators of issues of importance to consumers, tradespeople, world boating organizations, governments and those who simply wish to "mess about in boats." BWI members keep leading and emerging boating and fishing products and services in front of boating enthusiasts and prospects. They "live boating and fishing," and care about their vitality, resources and people.

Budgets are tight for everyone, and that's why Supporting Membership of \$175 is a tremendous value. The cost of meeting with individual writers in their respective markets to build a relationship and garner exposure has become cost prohibitive.

Our exclusive web site, www.bwi.org, is a solid resource for Supporters in developing targeted press lists, and contact information for writers who provide specialized coverage in your field. In addition, you'll have access to other supporting members, who like yourself, represent the varied component companies who make up the boating industry.

continued

BOATING WRITERS INTERNATIONAL

For more information on becoming a BWI Supporting Member, please contact

*Alan Wendt, BWI
Membership Committee
Chairman*

*awendt@wendtproductions.com
813/920-5000*

*or Greg Proteau,
BWI Executive Director
info@bwi.org
847/736-4142*

**BOATING WRITERS
INTERNATIONAL**

www.BWI.org

Twice a year BWI members gather at the Ft. Lauderdale International Boat Show and Miami International Boat Show to honor our best writers with awards and delve into current topics of interest to the industry. We encourage Supporters to attend, network and build relationships. With many new professionals coming into our industry, or changing affiliations, our writers also appreciate putting a face with a name for mutual benefit.

Additional Supporter benefits include:

- Online company listing with logo detailing your products and services, who your primary media contact is, and your website. This lets writers know you support them, and tells them how to find you.
- High priority for your news in the BWI Journal and on the website.
- Use of the BWI logo for your website and promotional materials so BWI journalists know you're part of the group.
- Receipt of the BWI newsletter, to keep you up to date on media, industry and association issues and news.
- Invitation to join BWI's LinkedIn Group, enabling you to see and comment on the issues important to journalists.
- Invitation to participate in BWI's educational seminars and "Newsmaker" panels, ranging from employing social media, establishing your own blogs, writing for the web, getting the best return from news conferences and more to help enhance your business.
- Networking opportunities with all BWI members, including the industry's top journalists, marketing firms and manufacturers.
- Advance opportunity to be sponsors of the BWI Writing Contest, which rewards journalists and serves to improve the entire marine communications process.
- Welcome reception at all BWI meetings and Newsmaker events. BWI draws on supporting members whenever appropriate to serve on panels or forums that make news.
- A personalized "press" card noting your support of BWI.

Kindly consider joining the ranks of BWI Supporters. Your involvement with this elite group of writers provides you the opportunity to showcase your products and services and gain awareness and mind-share with boating media.