



BWI SUPPORTING MEMBER BENEFITS



BWI represents nearly 300 writers from traditional print magazines, websites, video blogs, social media and newspapers. They are the frontline communicators of issues of importance to consumers, tradespeople, world boating organizations and clubs, and governments. BWI members continue to highlight products and services to boating enthusiasts as well as to the marine trade.

A Supporting Membership of \$250 is a tremendous value. The cost of meeting with individual writers in their respective markets and building relationships to garner exposure and make trade connections is expensive but critical to building a sustainable business. Let your BWI membership lead the way.

Our website, www.bwi.org, is a solid resource for Supporting Members to contact writers, photographers and videographers who provide specialized coverage in your field. In addition, BWI provides access to other Supporting Members, who like yourself, represent the varied companies that make up the boating industry and most likely, parts of your supply chain.



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



BWI members gather at the Miami International Boat Show to honor our best journalists with awards and to delve into current topics of interest to the industry. We encourage Supporting Members to attend, network and build relationships. With new professionals coming into our industry and our existing members changing affiliations, there is always something new for you to explore and our journalists also appreciate putting a face to a name for mutual benefit.

Additional Supporting Member Benefits:

- Online company listing with logo detailing your products and services and highlighting your primary media contact and website. This lets our journalists know you support them and tells them how to find you.
- High priority for your news in the BWI newsletter and on our website.
- Use of the BWI logo for your website and other promotional materials.
- Receipt of the digital BWI newsletter, to keep you up to date on media, industry and association issues and news.
- Invitation to join BWI's LinkedIn Page, enabling you to see and comment on issues of importance to journalists.
- Invitation to participate in BWI's educational seminars and "Newsmaker" panels.
- Networking opportunities with all BWI members, including the industry's top journalists, marketing firms and other manufacturers.
- Advance opportunity to sponsor the prestigious BWI Writing Contest, which rewards journalists for excellence in their field and serves to improve the overall marine communications process.

Ready to join the ranks of BWI Supporting Members?

Your involvement with this elite group provides you the opportunity to showcase your products and services, and gain awareness and mindshare with the boating media.

"Best media relations investment in the boating industry."

*Kirsten Frohnhoefer
President Sea Tow Services*



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

Zuzana Prochazka
BWI Executive Director
newbwiinfo@gmail.com
(949) 689-0544