



Marine Product and Service Providers

Each day, products and service suppliers to the marine industry provide the tools boaters need to have safe, fun, family-friendly time on the water. As an important component of the marine industry, businesses like yours are encouraged to participate in Welcome to the Water on National Marina Day.

While your business is critical to the marine industry, it is also important to your local community. Use *Welcome to the water on National Marina Day* as a tool to inform various audiences in your hometown about your business. Point out the civic contributions your company makes and the importance of your business to the recreational-boating industry. Here are some suggested events to help start your planning:

- Sponsor a corporate open house on the Friday before the main *Welcome to the Water on National Marina Day* event. Invite your customers, suppliers, and other business contacts to attend. Thank them for their support and talk to them about the future of your business and the recreational-boating industry.
- Invite local civic leaders to tour your facility. Explain to your guests what your company does, how many people your business employs, and how your community contributes to the local economy and the larger recreational-boating industry. Adapt the *Marina Tour Checklist* in this packet to suit your business.
- Sponsor a community-wide open house at your facility and invite the public to tour your business and manufacturing operations.
- Hold an employee luncheon the Friday before the *Welcome to the Water on National Marina Day*. During this event, thank your employees and read aloud or provide an adapted version of the *Sample Salute to Employees* contained in this packet.
- Attend and support your local Welcome to the Water on National Marina Day event by having a display booth, providing product or service information and giveaways to visitors, or by helping to organize and run the day.