



Welcome to the Water on National Marina Day suggested Planning Timeline

Right Now: Start planning for Welcome to the Water on National Marina Day. Gather key employees, talk to your local marine dealers and others in the industry to gain their support and interest, and look at www.nationalmarinaday.org to find a list of event ideas and resources.

At least 4 Months Before : Register your event on www.nationalmarinaday.org. This ensures you will receive promotional items and also gives more exposure to your big day as media and members of your community can look to the list to see who's participating in Welcome to the Water on National Marina Day. "Like" the Welcome to the Water on National Marina Day Facebook Page. Post your event on your homepage.

3 Months Before: If you are planning on using resources such as your local United States Coast Guard Auxiliary (USCG AUX), the Power Squadron, Sea Scouts or other community organizations to enhance your planned event, now is the time to contact those resources. Use the contact information on the *Resource Guide* to help you in your planning.

1½ Months Before: At this time, consider approaching your local radio station with the *Sample Radio Spot Scripts* and schedule production and airing of those ads the week before your National Marina Day event. In addition, contact your local newspaper and/or regional boating magazines and newspapers to arrange the publication of the *National Marina Day Print Advertisements* included in this packet. Finally, at this time send the *Sample News Release* to your local or regional marine/marina magazine or newspaper.

1 Month Before: At this time, send your customers the *Sample Letter to Customers*, modified to meet the specifics of your marina's events. Also, begin to place fliers and signage publicizing your celebration around your marina. Use the *logos* provided to enhance the fliers and/or signage you decide to produce.

2 Weeks Before : Send the *Sample News Release* to your local newspapers, radio stations, and television stations. Call everyone you send releases and alert them that the release is on the way. Then call after you've sent the releases to follow-up, making sure they have been received, and answer any questions members of the press might have about your event. Hang your promotional banners and signs.

the Day Before: Call all the media outlets you sent the *Sample News Release* to and remind them that your event is being held the next day, and invite them to cover the celebration.

Welcome to the Water on National Marina Day: Deliver to your employees the *Sample Salute to Employees* at or shortly before your event. Also conduct the facility tours you've scheduled for local elected officials. Finally, have fun and enjoy the day!