

Nonprofit Organization Grants:

Coast Guard Office of Auxiliary and Boating Safety
Recreational Boating Safety

Federal Grant Title:	National Non-Profit Organization Grant Program
Federal Agency:	United States Coast Guard
Funding Opportunity Number:	DHS-USCG-2023-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: Water Sports Foundation
Grant Number: 70Z02323MO0001527
Grant Title: Leveraging Marine Industry Partnerships for Boating Safety
Period of Performance: 1 year grant

Award Amount: \$120,000.00

Summary:

The proposed project will use proven outreach methods and deep industry relationships to amplify the boating safety message at the point of first contact: the manufacturers, retailers and industry professionals who promote boating and paddling to their customers every day. *Leveraging Marine Industry Partnerships for Boating Safety* will combine the best elements of three successful projects to enlist the marine industry and trade press as powerful boating and paddling safety advocates.

The *Retailer Targeted* portion of the project will influence those working on the front lines of consumer engagement to inform, persuade and remind their customers to adopt safer behaviors. The industry-led *Wake Responsibly* project is a shared waterways campaign reminding water sports enthusiasts to practice courteous, responsible and safe boating through media outreach and live events. Finally, a *National Public Relations* campaign will contribute tens of millions of earned media impressions in trade publications and national, regional and local news media.

Safety messages will appear in trade journal articles and newsletters, print and online advertisements, websites and social media. Market-specific video public service announcements (PSAs) will encourage frontline professionals to model safe boating and paddling and to *always share safety tips* with their customers.

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