PRESS RELEASE

MasterCraft, Visit Central Florida Renew Commitments As Sponsors Of USA Water Ski & Wake Sports

Longtime partners sign multi-year agreements with national governing body

POLK CITY, Fla. – USA Water Ski & Wake Sports is pleased to announce that MasterCraft and Visit Central Florida & Central Florida Sports Marketing will continue as sponsors of the national governing body of organized water skiing and wakeboarding.

MasterCraft will continue as a Premier Sponsor of USA Water Ski & Wake Sports through 2020. In addition to its designation as a Premier Sponsor, MasterCraft will act as an Official Towboat Sponsor of the USA Water Ski & Wake Sports National Championships Series of Events.

“MasterCraft is proud to be associated with, and to support, such a great organization as USA Water Ski & Wake Sports,” said Aarne Clow, MasterCraft’s team and event manager.

MasterCraft was founded in 1968 when it built its first ski boat in a two-stall horse barn on a farm in Maryville, Tennessee. Dissatisfied with the large wakes and pull of other ski boats, MasterCraft builders designed a hull that had the smallest wake in the industry; smooth and low at slalom and jump speeds; well defined at trick speeds. MasterCraft is by far the largest producer of inboard ski, wakeboard and luxury performance powerboats in the world. It sells boats in over 30 different countries and has over 130 domestic and international dealers. Every MasterCraft comes from Vonore and hundreds of owners, skiers and boarders visit the company’s headquarters every year to see the birthplace of their most prized possession.

For more information, visit www.mastercraft.com.

In addition to its designation as a National Sponsor of USA Water Ski & Wake Sports through 2021, Visit Central Florida & Central Florida Sports Marketing will act as the presenting sponsor of the
Indmar Marine Engines Division 1 Show Ski National Championships. The 45th Indmar Division 1 Show Ski National Championships, presented by Polk County Tourism & Sports Marketing, will be held Aug. 9-11 in Warsaw, Ind., while the 46th Indmar Division 1 Show Ski National Championships, presented by Polk County Tourism & Sports Marketing, will be held Aug. 7-9, 2020, in Loves Park, Ill.

“Visit Central Florida and Central Florida Sports Marketing have enjoyed a long and successful relationship with USA Water Ski & Wake Sports, which has served both organizations extremely well,” said Mark Jackson, executive director of Polk County Tourism & Sports Marketing. “As the undisputed Water Ski Capital of the World, Polk County shares USA Water Ski & Wake sports’ goal of growing ‘America’s Family Sport.’ What’s important to them is important to us. It serves both organizations very well to work in tandem, sharing both capital and human resources to achieve individual and mutual benefits.”

Polk County is conveniently located between Orlando and Tampa, and an easy drive to central Florida attractions and the Gulf and Atlantic beaches. Polk County offers something for everyone, including Florida’s newest attractions, LEGOLAND Florida Resort and Safari Wilderness; and some of Florida’s most historic; including Bok Tower Gardens, Westgate River Ranch Resort (the Southeast’s largest dude ranch), and Frank Lloyd Wright's 13 structures at Florida Southern College. With 554 fresh water lakes, the area offers great fishing, adventurous airboat eco tours and exciting water sports. Wonderful parks, preserves and trails captivate visitors with Polk County’s natural beauty.

For more information, visit www.visitcentralflorida.org.

USA Water Ski & Wake Sports is affiliated with the International Waterski & Wakeboard Federation (world governing body) and is recognized by the United States Olympic Committee and Pan-American Sports Organization as the national governing body of organized water skiing and wakeboarding in the United States.

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