USA Water Ski & Wake Sports is a 501(c)3 non-profit membership based organization and the national governing body of organized water skiing and wake sports in the United States as recognized by the United States Olympic Committee.

There are nine sport disciplines affiliated with USA Water Ski & Wake Sports:

- American Water Ski Association
- American Barefoot Club
- American Kneeboard Association
- National Collegiate Water Ski Association
- National Show Ski Association
- National Water Ski Racing Association
- United States Hydrofoil Association
- USA Wakeboard
- Adaptive Water Ski Association
Our Members

USA Water Ski & Wake Sports members are affluent:

- 52% have an annual income of $90,000 or more
- 30% have a household income greater than $150,000
- 78% own a tournament ski or wakeboard boat
- 96% own two or more vehicles

15,000 participants who are passionate about Life on the Water
Our Passion

USA Water Ski & Wake Sports members know the companies that support their sport and this influences their purchasing decisions.

- **83%** can identify our corporate partners
- **60%** say they make an effort to purchase from USA Water Ski & Wake Sports sponsoring companies over non-sponsors

How much do you spend on skiing each year?

- **$0-$1,000** 20%
- **$1,001-$5,000** 49%
- **$5,001-$10,000** 17%
- **$10,001-$25,000** 7%
- **More than $25,000** 7%
Life on the Water

Whether in the boat, behind the boat, on skis, a kneeboard or a wakeboard, this lifestyle epitomizes being on the lake with friends and family.

We are a family. We are a community of people with a shared passion for living their lives to the fullest on the water.

INTEGRATE YOUR BRAND INTO A TARGETED NETWORK OF “LIFE ON THE WATER” ENTHUSIASTS
USA Water Ski & Wake Sports has two main goals when forming strategic partnerships:

1. Increase participation in all towed water sports
2. Grow YOUR business

Key touch points:
- Grassroots Events
- E-blast and E-newsletters
- Website
- Social Media
- Membership Discount Program
Grassroots Events

USA Water Ski & Wake Sports works in conjunction with our sports disciplines and local organizing committees to host both regional and national tournaments:

- Title and presenting opportunities
- Sampling
- Trade show booth
- Webcasting
Magazine

*The Water Skier* magazine is the premier industry publication that publishes four times per year and is mailed quarterly to 11,000 members.

- Advertising and advertorial opportunities
- Event previews and recaps
- Feature stories

87% of our members read every issue of *The Water Skier*

55% share their issues of *The Water Skier* with others
Stand-alone partner e-blast messages to USA Water Ski & Wake Sports members

- Targeted audience
- Exclusive opportunity (limited number of emails available)

Monthly, targeted e-newsletters to various sports discipline members

- Presenting sponsor opportunity
- Sponsored content
- Banner AD
www.usawaterski.org and www.sharelifeonthewater.com generate more than 150,000+ unique annual visitors

- Sponsored content/blogs
- Banner ADs
- Lead generation
USA Water Ski & Wake Sports social channels offer partners the opportunity to engage with our members on a more personal level.

- Contests and promotions
- Branded content & videos

17,451 followers
5,172 followers
10,070 followers
Discount Program

USA Water Ski & Wake Sports members are eligible to receive exclusive discounts from industry partners. This program is promoted to all members throughout the year.

- Highlighted discounts
- Flash sales
National Team Program

As a member of the U.S. Olympic Committee, USA Water Ski & Wake Sports fields National Teams that represent the United States in various competitions around the world. Partners have the opportunity to show their patriotism by supporting Team USA teams and athletes.

- Brand aligned with Team USA water ski team in marketing & promotion of National Teams (website content, social media, etc.)
Join the Movement

To learn more about customized partnership programs designed to meet your marketing goals and objectives, contact:

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