

“Best Harbor in the U.S.”

2022 Contest Sponsorship Opportunities



About The Contest

- The “Best Harbor in the U.S.” contest, run annually to find the most beloved harbor in the United States, was started in 2019 by US Harbors.
- Now in its 4rd year, the contest is purely digital: run online through the US Harbors tides & weather website, social media, and email, in partnership with other media outlets.
- Each year **over 100,000 people participate** through voting, social sharing, sending photos and comments, interacting on usharbors.com, and participating in the live Awards event.

How It Works

The contest runs between April and May each year, and is open to all users and followers of US Harbors--an audience of over 8 million people who boat and fish.

The campaign includes:

- A microsite on usharbors.com where users vote
- Online and print articles
- Email communications
- Social media posts
- Press releases to media organizations with local news coverage
- Live "Best Harbor" Awards Ceremony (virtual)

Reach & Audience

2021 CONTEST REACH

Over 100,000 people who boat, fish, and live, in coastal communities participated in the 2021 and 2020 “Best Harbor in the US” contests.

- They voted for a total of 768 harbors, out of 1,400 US harbors
- The 2021 grand winner was Charlevoix, MI; 5 regional winners were also names.

Website Reach	2,977,689 impressions, 63,372 engagements
Email Reach	8 emails sent; 21,019 opens
Social Reach	63,372 engagements
Press Releases & Media Coverage	4 press releases to 3,400 news orgs; engagement rate=31%; multiple news outlets covered the contest

2022 PROJECTIONS

- US Harbors’ audience has doubled in the past year (now 10+ million unique users annually), so we expect significant more engagement in 2022 that in prior years.
- Along with growth in traffic the company has seen commensurate growth in email databases, social followers, brand awareness, and ability to amplify messaging through various partner platforms.

2022 Sponsorship Opportunities

US Harbors Microsite Sponsorship Sponsor logo and link to website included in 2021 sponsor section. Mention included in Press Releases. Logo and representation at LIVE 2022 virtual Awards event, included on US Harbors YouTube channel.	\$1,500
Email Sponsorship Logo, 200 words, and link to sponsor website included at bottom of emails (planned 9-10 throughout campaign) Email database currently at 26,000 users.	\$500/email
Social Media Posts Mention as sponsor on social posts (Approx. 10 per channel during campaign; Facebook, Instagram, Twitter)	\$200/social post

Join Our Coastal Family: Celebrate "Best Harbor" 2022

As a "Best Harbor in the US" sponsor your company plays an important role in promoting the vitality, resilience and sustainability of our coastal communities.

We look forward to having you join us!

Anastasia Fischer

President of US Harbors

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About US Harbors

TIDES | WEATHER | LOCAL KNOWLEDGE™

- US Harbors is a nationwide, web-based service—used annually by over 10+ million people who boat & fish--that provides tides, weather, and local information on 1,400 harbors in the U.S.
- In addition to up-to-date conditions and forecasts, the site provides boating news, fishing reports, access to local goods & services (local marinas, fishing supplies & bait, groceries and food supplies, events, etc.), online nautical charts, and other boating resources.
- Launched in 2010, the site is free to users and supports itself through advertising programs.
- US Harbors sponsors 2 annual campaigns—the “Best Harbor in the US” contest, and National Harbormaster Appreciation Day--as well as running USBoatNews.com and an online ecommerce store.