



NEWS RELEASE: FOR IMMEDIATE RELEASE

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Marine Marketers of America Accepting Entries for 2025 Neptune Award Nominations In 21 Award Categories

Marine Marketers of America [MMA] is now accepting entries for the 2025 Neptune Awards competition, the most prestigious recognition program of marketing communications for marine marketers in North America.

The annual contest, now in its 18th year, is open to any company or organization producing and publishing marine industry marketing work between January 1 and December 7, 2025. Entries will be accepted through December 7.

The winners will be announced during the Neptune Awards Ceremony at the Discover Boating Miami International Boat Show, Wednesday, February 11, 2026, at the Miami Beach Botanical Garden. Tickets to this exclusive event are slated to be announced later this year. It is expected to sell out.

“The Neptune Awards event is a celebration of the creative force that fuels our entire industry,” said Katy Fairman, Boatyard Director of Marketing. “Each year in Miami, our marine marketing community comes together to honor each other’s achievements, to reconnect, and to share ideas that will define the future. We’re anticipating the most competitive year yet, with record participation and a few surprises in store for this year’s ceremony that you won’t want to miss.”

Categories for entry cover a wide variety of topics, including the new Dealership Experiential Marketing Award – exclusively for marine dealers. This category honors a dealership that has successfully designed and delivered an event, such as a boat show, open house, product demonstration or similar in-person experience, that meaningfully engaged customers and elevated their connection to the dealership and the boating lifestyle.

Other categories include Integrated Marketing Campaign, New Product / Model Launch Campaign, Best Use of AI, and a new category for Start Up’s. Additionally, a best-in-show “King Neptune” will be awarded to the top entry among all categories. For the complete list of Neptune Award categories and to enter, visit www.marinemarketersofamerica.org/neptunes-2025.

MMA members receive a discounted entry rate.

“The Neptune Awards celebrate the spirit of innovation that keeps our industry moving forward,” said MMA President Alisdair Martin, founder of the AM consultancy. “As marketing continues to evolve, it’s vital that we recognize the creativity and fresh thinking that inspire boaters and strengthen brands. Beyond the awards themselves, the Neptune ceremony has become a true gathering place for our marketing community—a chance to connect, share ideas, and celebrate the work that’s shaping the future of boating.”

The submissions will be scored by panels of independent judges following established criteria. More than 75 marketing professionals from throughout the industry served as judges for the 2024 awards and found it to be a rewarding and educational experience.

If you are a marketing professional and would like to join the judging panel, please email alisdairmartin@gmail.com for more information. The rules are structured so that no one can judge in a category in which there would be a conflict of interest.

A link to the new Neptune Awards entry portal and complete program details are available at www.marinemarketersofamerica.org.

For more information about the 2025 Neptune Awards program, please contact Alisdair Martin alisdairmartin@gmail.com.

Click [here](#) to see the Neptune Awards teaser from the 2025 Discover Boating Miami Boat Show and to subscribe to the MMA YouTube channel. Click [here](#) to download an image of Neptune Awards logo.

About Marine Marketers of America

Established in 2007, the Marine Marketers of America [MMA] is the exclusive voice for marine marketers, and the professional association representing recreational marine industry marketers. MMA provides ongoing professional development and networking opportunities, while recognizing the outstanding achievement of marine marketing professionals through its annual Neptune Awards. For information, visit www.marinemarketersofamerica.org.