



NEWS RELEASE: FOR IMMEDIATE RELEASE

November 10, 2025

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Marine Marketers of America Calls for Judges for 2025 Neptune Awards

Marine Marketers of America is now selecting the judging panel for the 2025 Neptune Awards competition, the most prestigious recognition program of marketing communications for marine marketers in North America.

Last year, 159 entries across 22 categories were judged by more than 75 volunteers – a panel of independent judges following established criteria who found the experience to be very rewarding and educational.

The contest, now in its 18th year, is accepting entries across 22 categories, 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 Startup Marketing Campaign, Video Series, Industry Rising Star, and Boat Show Marketing. For a complete list of categories and to enter, visit marinemarketersofamerica.org.

Each judge will be responsible for vetting 1-2 categories of the Neptune Awards based on set criteria. They will be assigned based on areas of expertise and in accordance with any conflict of interest. Entrants to the competition are allowed to judge categories in which they are not competing. The number of entries will vary by category.

For their participation, each judge will have access to the full creative assets submitted to their category, which is propriety and not shared with further audiences. In addition, a special digital badge will be available demonstrating the professional's prestigious role as a Neptune Award judge.

“Recognition for excellence in the boating industry is always rewarding—but judging submissions takes it to the next level,” said Leslie Zlotnick, National Marketing Manager for Yamaha WaveRunners & Boats. “Serving as a judge for the MMA Neptune Awards offers a unique behind-the-scenes perspective

on what's happening across the industry and provides an opportunity to help define where the top performers set the bar.”

The judging period will take place December 15, 2024 – January 16, 2026. Judges will have four weeks to review entries when it is most convenient for their schedules. 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.

Creative professionals interested in judging the 2025 Neptune Awards, or learning more about the judging process, can sign up on <https://www.marinemarketersofamerica.org/neptunes-judging> and a member of the awards committee will reach out.

For any questions or more information about becoming a Neptune Awards judge, please email alisdairmartin@gmail.com.

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.