Progressive® Insurance and NMMA Renew Boat and Sportshow Sponsorship

CHICAGO, IL (May 1, 2018) The National Marine Manufacturers Association (NMMA), the world's largest producer of boat and sportshows, announced it is extending its longstanding partnership with the [Progressive Group of Insurance Companies®](), which will maintain its title sponsorship for NMMA's 18 boat and sportshows through 2022.

This year, Progressive launched the all-new Progressive® Boat Club for the 2018 boat show season. The new feature's nautically designed space offered attendees boater education from the Annapolis School of Seamanship for all skill levels, plus a new Oculus-Rift virtual reality experience that put attendees at the helm of a simulated boat race.

The Progressive® Boat Club has seen a successful show season so far this year with the addition of a new display offering visitors a unique and inviting atmosphere to learn about boating. To date, more than 385,000 people have engaged with Progressive's booth for the 2018 winter season.

"We are proud to partner with Progressive® Insurance and welcome them as the title sponsor of NMMA boat and sportshows for another five years. Our involvement with this great organization has already helped elevate our Show experience, while helping us provide engaging boating education programs to thousands of show attendees each year. We look forward to continuing to grow our strong relationship and together reaching more consumers through our boat and sportshows," said Ben Wold, executive vice president, NMMA.

"We're excited about continuing our partnership with NMMA and bringing attendees a new, interactive experience that promotes boater education, safety and fun, said Eric Doubler, Recreational Vehicle Business Leader." This sponsorship is a wonderful opportunity to let boaters know that with Progressive boat insurance they can have peace of mind on and off the water with our year-round coverage."

Visit [BoatShows.com]() for a list of NMMA Progressive® Insurance boat and sportshows.