



MARKSETBOT®

Racing Toward a Greener Future

*Because there's a **better** way.*

Integrated Marketing Campaign - Product

MARKSETBOT[®]
There's a botter way.™

Campaign Pitch

Racing Toward a Greener Future

with MarkSetBot

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2/9/26

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I. Campaign Overview

"Racing Toward a Greener Future" will promote the MarkSetBot product & its sustainability benefits while raising awareness for environmental protection of oceans & aquatic ecosystems.

Competitive sailboat racing can have extremely **harmful impacts** on the environment. Among these include:

- Fleets of powerboats setting race markers → pollution from burning mass amounts of fossil fuels
- Pollution from discarded line & cinder block marks
- Ecosystem damage from improperly placed anchored marks

In addition, MarkSetBot needs to **increase** the portion of their revenue that comes from direct sales of individual or bundles of bots.

This campaign will serve to **increase direct sales** of individual bots, **improve visibility** among sailing clubs and regatta organizers, **strengthen brand identity** as a sustainability leader, and **raise awareness** for environmental protection.

II. Product & Company Description



MarkSetBots

Self-propelled, robotic sailing buoys that use state-of-the-art GPS technology to hold position at a designated location without anchors. Since the first model, over 400 enhancements have been added.

MarkSetBot®

As a racer & member of Pontiac Yacht Club, founder Kevin Morin saw major inefficiencies in traditional race setup: anchors couldn't hold in deep water, shifting winds moved marks, & setup took far too long. These challenges revealed a clear need for a faster, more reliable, & adaptable race management solution.

Company Timeline •

- **2014:** Robobuoy®
- **2016:** Improvements of initial prototype
- **2017:** Beta at 6 sailing clubs
- **2018:** Production kicks off
- **2020:** First fully autonomous regatta using RaceOS®

III. Campaign Objectives



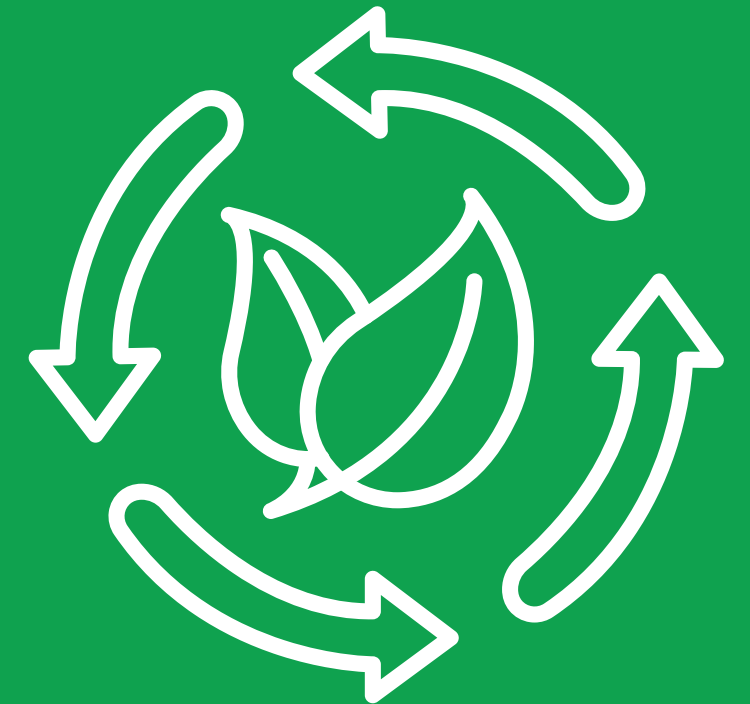
**Increase direct sales
volume of individual
bots**



**Establish strong
partnerships with
regatta organizers
and/or yacht clubs**



**Improve brand
awareness & sentiment,
establishing perception
as sustainability leader**



**Increase awareness of &
actions to address
sailing-related
environmental issues**

IV. Target Market

	Demographic	Geographic	Psychographic	Behavioral
Primary	• Sailing/yacht club boards, race committees, regatta organizers • Ages 30–65 • Large budgets	• Coastal/lakefront regions with active or growing sailing communities	• Value precision, efficiency, & innovation in race management & operations	• Organize multiple races per season • Early adopters of sailing tech
Secondary	• Competitive sailors/coaches (Olympic programs, youth elite teams, college programs) • Ages 25–55 • Budget for expensive equipment	• Training hubs • Locations with year-round sailing and/or intense seasonal training	• Performance-driven; value quality training conditions that give competitive advantage	• Conduct daily, weekly practices • Seek innovative tools that improve training • Share product opinions at high-profile events
Tertiary	• Environmental groups, organizations, NGOs • Event organizers for eco-friendly, water-based activities ◦ e.g. Clean regattas	• Coastal regions with a high emphasis on marine conservation • Near universities, research hubs, protected marine areas	• Mission/impact-driven • Value innovations that align with environmental goals • Prioritize partnerships that demonstrate sustainability effort	• Organize community events & awareness campaigns • Active on Instagram, LinkedIn, and community newsletters • Attend sustainability & conservation conferences

V. Campaign Schedule & Activities

April 2027

			01	02	03	04
05	06	07	08 START Email #1 Press Release #1	09	10	11
Website: banner + landing page						
12	13 Email #2 LinkedIn Blog #1	14	15	16	17 Email #3	18
Social media countdown ("Something green is coming")						
19	20 LinkedIn Blog #2	21	22 "Race for our Oceans"	23 Press release #2	24 Post-event email	25
Social media posts (alternating platforms)						
26	27 LinkedIn Blog #3	28	29	30		
Earth Day Trial Fleet + social media content						

May 2027

					01	02
03	04 LinkedIn Blog #4	05	06	07	08	09
High-value targeting						
Paid social media ads						
10	11 LinkedIn Blog #5	12	13	14	15	16
17	18 Final email chain - #1 LinkedIn Blog #6	19	20 Final email chain - #2	21	22 END Final social media posts	23
24	25	26	27	28	29	30
						31

Pre-Event Outreach



MARKSETBOT
There's a better way™

Your next elite championship...

Register for "Race for our Oceans!"

...with a **greener** twist.

Race for our Oceans:

MarkSetBot is committed to making sailing smarter, more efficient, and more environmentally friendly with our robotic buoys. This Earth Day, we're extending our role as a sustainability leader to you by inviting you to "Race for our Oceans." Come witness the future of elite sailing training!

- Earth Day Sustainable Sailing Regatta**
A chance to win your next championship title, and feel good about your impact while doing it.
- Discounts on MarkSetBot sailing buoys**
Opportunities for bot ownership at our lowest price yet. Not 100% sure? We'll have exclusive discounts on our trial runs!
- Live demonstrations and prizes**
We'll be showing our bots in action, and you'll have a chance to win big.
- Supports marine environmental action**
15% of proceeds from the event will be donated to our environmental partners.

Register now!



MARKSETBOT
There's a better way™

Elite race management meets **sustainability.**

Register for "Race for our Oceans!"

You won't want to miss this **exclusive** opportunity to see our bots up close.

Race for our Oceans:

MarkSetBot is committed to making sailing smarter, more efficient, and more environmentally friendly with our robotic buoys. This Earth Day, we're extending our role as a sustainability leader to you by inviting you to "Race for our Oceans." Come witness the future of race management!

- Earth Day Sustainable Sailing Regatta**
A chance to witness a new championship race, and feel good about your impact while doing it.
- Discounts on MarkSetBot sailing buoys**
Opportunities for bot ownership at our lowest price yet. Not 100% sure? We'll have exclusive discounts on our trial runs!
- Live demonstrations and prizes**
We'll be showing our bots in action, and you'll have a chance to win big.
- Supports marine environmental action**
15% of proceeds from the event will be donated to our environmental partners.

Register now!

Email Blast #1

- Sent to sailing clubs, athletics programs, & regatta organizers (w/ different messaging)
- Promotes event while keeping bots at forefront of advertising

Email Blast #2

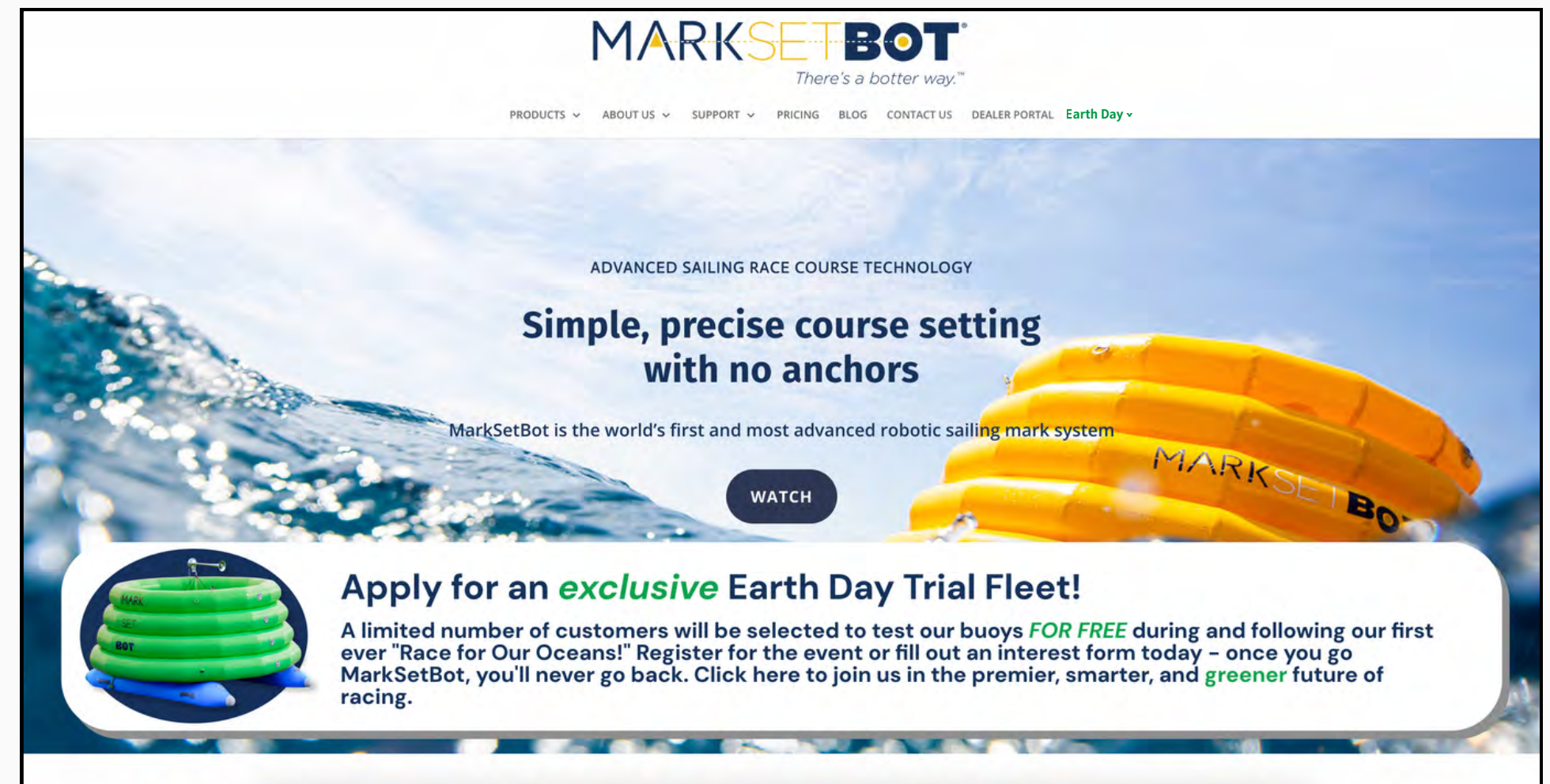
- Focus on the Earth Day Trial Fleet - get customers more excited about the event & the discounted trials

Email Blast #3

- Last-chance event reminder

Website Banner + Landing Page

- To boost website conversion rates



MARKSETBOT
There's a better way™

PRODUCTS ▾ ABOUT US ▾ SUPPORT ▾ PRICING BLOG CONTACT US DEALER PORTAL **Earth Day ▾**

ADVANCED SAILING RACE COURSE TECHNOLOGY

Simple, precise course setting with no anchors

MarkSetBot is the world's first and most advanced robotic sailing mark system

WATCH

Apply for an **exclusive Earth Day Trial Fleet!**

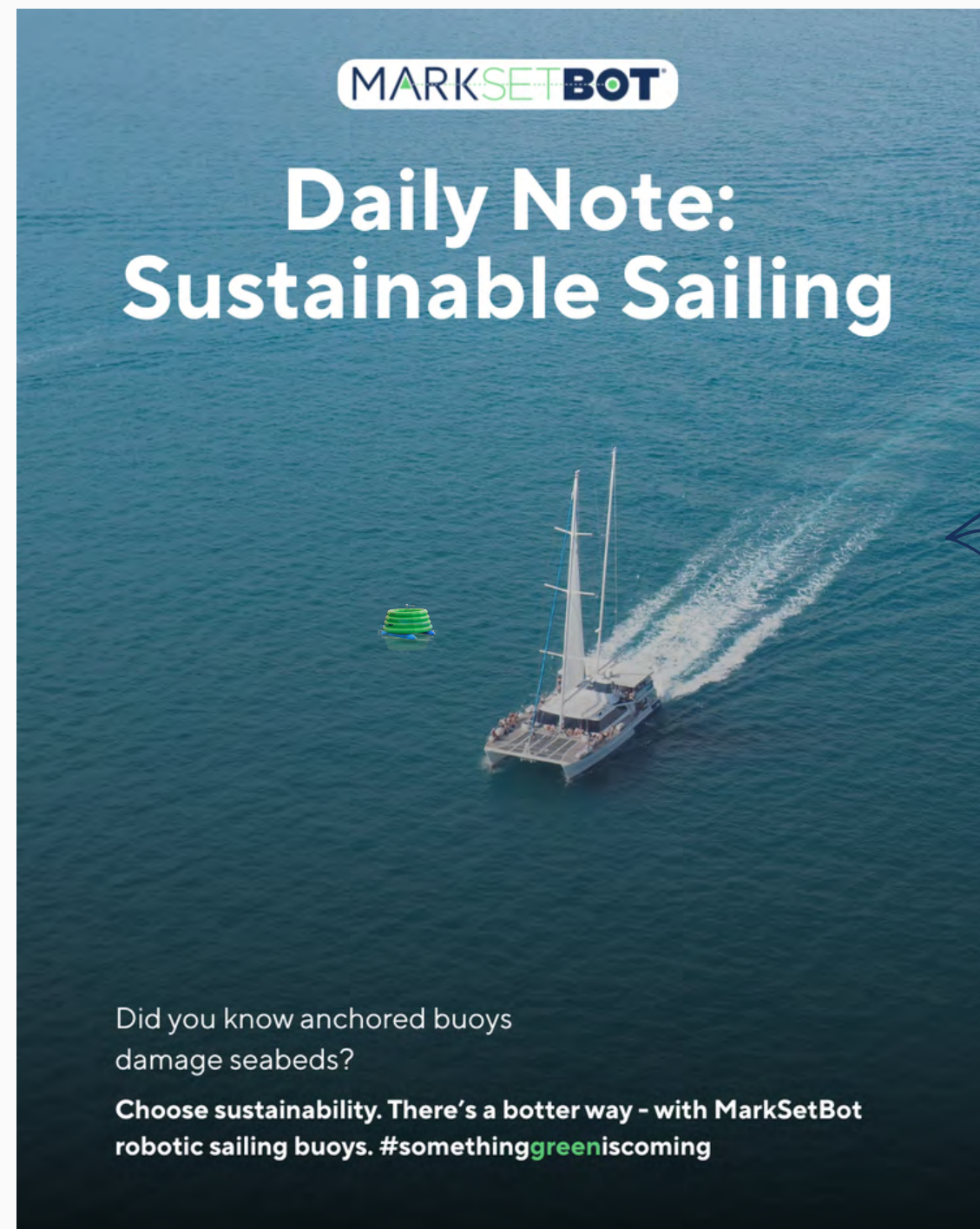
A limited number of customers will be selected to test our buoys **FOR FREE** during and following our first ever "Race for Our Oceans!" Register for the event or fill out an interest form today – once you go MarkSetBot, you'll never go back. Click here to join us in the premier, smarter, and **greener** future of racing.

Pre-Event Outreach



Press Release #1 - Sailing World Magazine (digital & hardcopy)

- Targeting active sailing communities
- Expand on:
 - Product features & benefits
 - Event centered around promoting buoys & environmentalism



Teaser Social Media Campaign - Sample Instagram Post:

- Countdown posts teasing "something green"
- About sustainability in sailing & how the buoys support it
 - Instagram: alternating single-image & short-form video content
 - LinkedIn: 2 blogs

Earth Day Event: “Race for our Oceans”



- Demonstrations throughout the day
- Live news broadcast

- Spread awareness about importance of sustainability in sailing - through MarkSetBot use
- Networking event with yacht/sailing clubs - swag will be given out



- Raffle to win a MarkSetBot
- Applications for “Earth Day Trial Fleet”

*These images are AI generated + human edited to create a visual example of what the event will look like.

Post-Event Outreach

"Race for our Oceans"

MarkSetBot's Earth Day Racing Initiative Showcasing Its Cutting-Edge Buoy

04/23/2026

Event Overview:

On Earth Day (April 22nd, 2026), MarkSetBot revolutionized competitive sailing with the inaugural "Race for our Oceans"—a flagship event that demonstrated how cutting-edge technology can reduce racing's environmental footprint. Spectators watched live as GPS-powered MarkSetBots autonomously set the course, eliminating the need for traditional motorized support boats while expert commentary highlighted the sustainability benefits transforming the sport. Virtual attendees from around the world tuned in to support ocean conservation efforts, with proceeds benefiting environmental nonprofits dedicated to protecting our waters.

Race Results

In a thrilling finish, Tyra Johnson crossed the line first after 17 minutes of intense competition on the MarkSetBot-designed course. The automated mark system performed flawlessly throughout the event, adjusting positions in real-time to accommodate shifting wind conditions and providing sailors with a fair, consistent racecourse. Second place went to Jaclyn Schlanser, followed closely by Kate Bertram, with all competitors praising the precision and reliability of the GPS-powered course markers.



About MarkSetBot & their Cutting-Edge Tech

MarkSetBot was founded by passionate sailors who recognized that traditional race course management—relying on motorized support boats and manual mark placement—was both operationally inefficient and environmentally taxing. Driven by a vision to make competitive sailing more sustainable, accessible, and sophisticated, they developed an innovative GPS-powered autonomous buoy system that eliminates the need for fuel-burning support vessels while delivering precision in course setup. The company's mission is to transform water sports through technology, proving that high-performance racing and environmental activism can go hand in hand. MarkSetBot is leading the charge toward a cleaner future for sailing, one race at a time. "We can set a course in half the time, and they stay in place, unaffected by weather conditions. It's incredible, really," says one of the race organizers.



For more information, to purchase your own bot, or to experience a trial run, please visit www.marksetbot.com.



Sustainable Sailing & the Environment

While sailing is a wind-powered sport, supporting competitive racing carries a significant environmental burden. Motorized support boats burn fossil fuels to set and adjust course marks throughout each event, while traditional anchoring systems damage seabed ecosystems and disturb marine habitats. Perhaps most concerning is the practice of dropping concrete marks with ropes that are often cut and abandoned underwater, leaving behind debris that accumulates over years of racing. MarkSetBot's GPS-anchored autonomous buoys eliminate all of these impacts—requiring no fuel-burning vessels for deployment, hovering in position without touching the seabed, and leaving zero waste behind when retrieved. By replacing outdated methods with clean technology, MarkSetBot enables sailors to race with the confidence that they're protecting the very waters they love.

Looking to the Future

The success of "Race for our Oceans" marks just the beginning of MarkSetBot's sustainability mission. The event raised an estimated \$22,000 for ocean conservation efforts, demonstrating that the sailing community is eager to embrace technology that protects marine environments. As interest grows from racing organizations worldwide, MarkSetBot is expanding production to make their systems accessible to clubs and regattas across the globe.

MARKSETBOT
There's a better way.™

Press Release #2

- Recaps event - race results, race management & sustainability benefits of bots, about company

Social Media

- 1 LinkedIn blog per week
- Instagram posts every other day
 - Posts alternate between single image & short-form video

Email Blast #4

- Same info as press release

MARKSETBOT

Earth Day Recap: "Race for our Oceans"

In case you missed it - let's take a look at our flagship **Earth Day** event.

There's a better way - with MarkSetBot robotic sailing buoys.

Zero seabeds damaged.

Zero fuel wasted.

100% MarkSetBot robotic sailing buoys.

\$22k for our environmental partners.

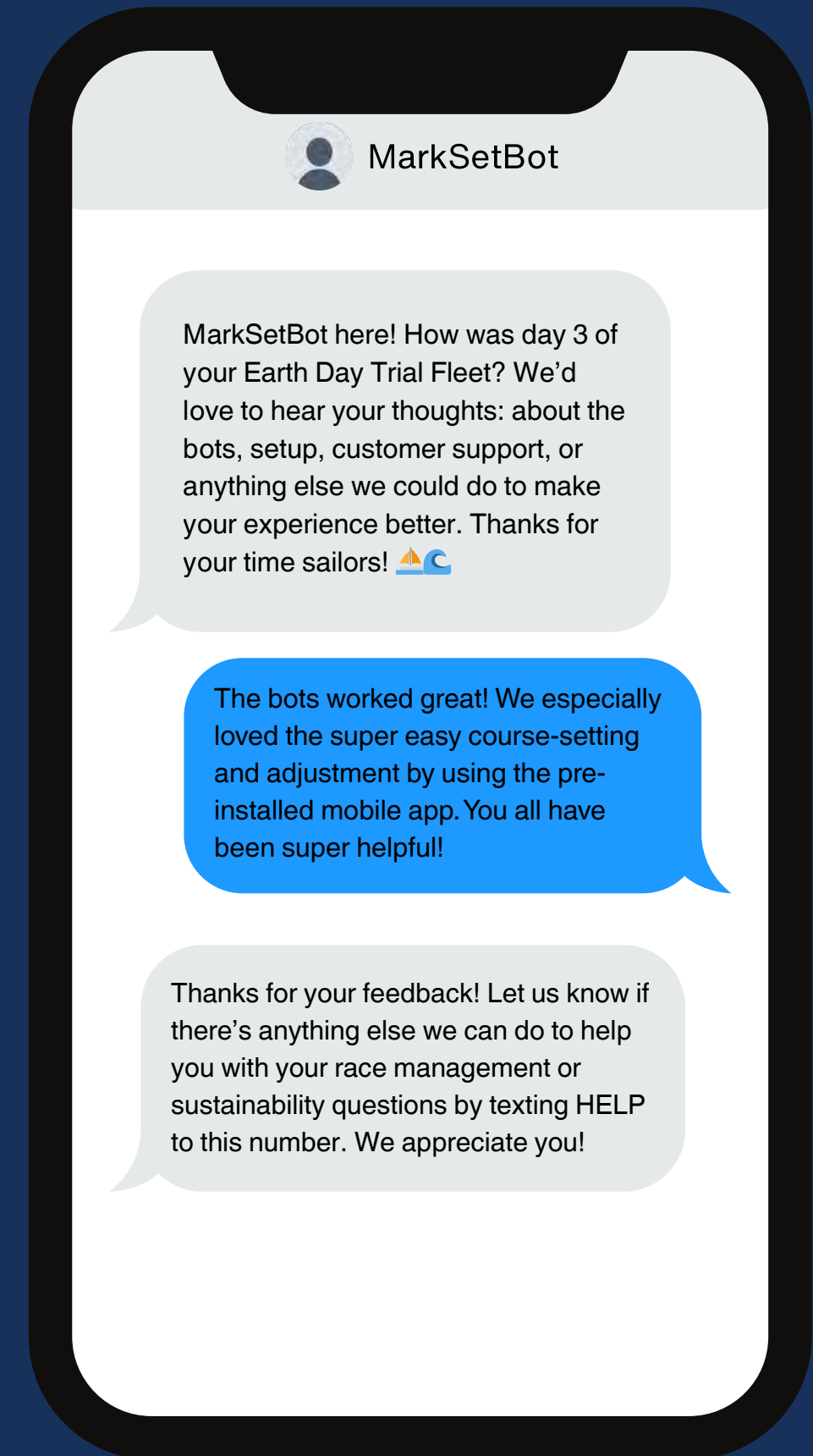
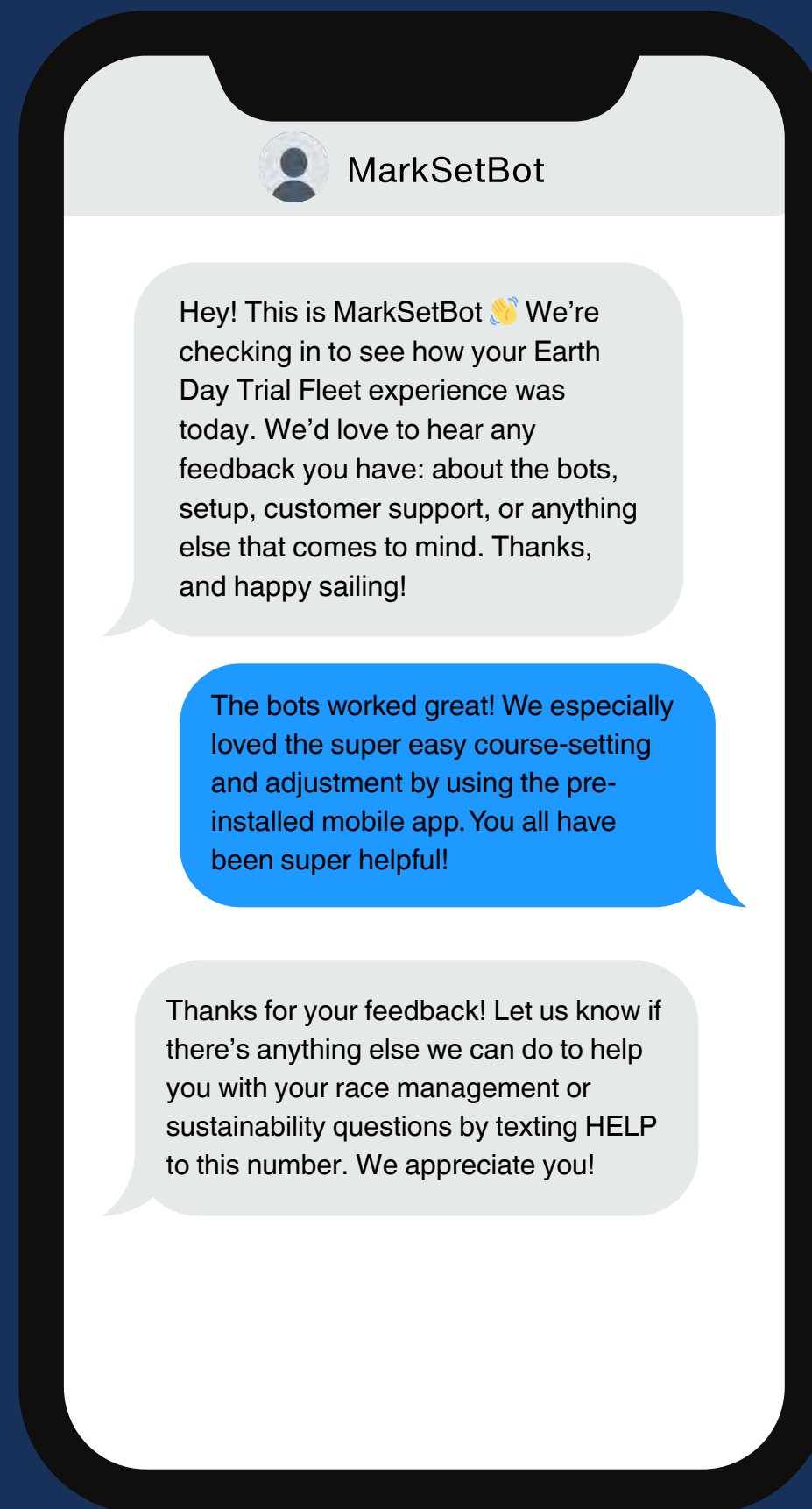
Pure **sustainability**.

We're racing towards a **greener** future.

Visit marksetbot.com to support this future by getting your own bot today!

“Earth Day Trial Fleet” Communication

- 10 clubs, each fleet includes 4 buoys at a 15% discount
- SMS check-ins
 - Inquire about club's experience
 - Wording of messages will rotate to drive engagement
- MSB will visit each club to generate content & hold purchase conversations
- Target: trial-to-purchase conversion rate of 80%



Paid Social Media Ads



**Set race marks faster.
Adjust courses instantly.
Run world-class regattas
with a **smaller footprint**.**

Join the smarter future of race management today.
www.marksetbot.com



**Elite performance.
Train with precision.
No damage to the venue.**

Upgrade your training course today.
www.marksetbot.com



**Sailing technology.
Sustainability.
A million possibilities.**

Upgrade your next event today.
www.marksetbot.com

Messaging optimized for different target markets: 1) Yacht club presidents, race organizers, 2) Elite sailing athletic programs, 3) Environmental nonprofits, NGOs, & other organizations. Ads will be run on Instagram & LinkedIn.



Sean Cinzori (He/Him) · 3rd

President of the US Sailing Federation. Helping sailors of all ages achieve greatness.

JAN 2



MarkSetBot · 2:51 PM

Hello Mr. Cinzori,
I hope this message finds you well. I loved your speech the other day at the Sailors for the Sea conference - truly inspiring! I've also been following US Sailing's recent work around modernizing race management and sustainability efforts across programs, and I knew that we should be in contact right away.

MarkSetBot is a sailing-tech company building autonomous race marks that help clubs and organizers set courses faster, adjust layouts instantly, avoid seabed damage from anchors, and scale operations. We've been working closely with sailing clubs and collegiate programs, and the feedback has been extremely strong regarding efficiency and environmental impact.

We're running an exclusive initiative where a group of elite organizations will be invited to live demonstrations of the product. Given US Sailing's leadership in shaping the future of the sport, it felt worth reaching out to see if this is something you'd be open to a quick conversation about.

Happy to share more if you're interested. At MarkSetBot, we truly appreciate the work you're doing.

Best,
Kevin Morin
Founder, MarkSetBot

Simple Email + LinkedIn

- Personalized messages sent to 30 high-value decision-makers

Mini Networking/Demo Events

- 30-minute live demos for responders at their club/HQ



High-Value Targeting

- 4 bots, get 1 free deal to encourage high volume & direct sales
- Social proof from Earth Day Trial Fleet Clubs
- Consistent email correspondence post-demonstration
- Heavily target one institutional buyer
 - Offer partnership, co-branding opportunity

*This image is AI generated + human edited to create a visual example of what the event will look like.

Final Email Chain + Social Media

Email Blast #5

- For those who have engaged with MSB, but not purchased
- Interactive quiz to catch attention & display benefits
- Return to signature branding



Email Blast #6

- For event participants, email list members & partners
- 20% off merchandise coupon to fill out brand association survey
 - Measures MarkSetBot's association with environmentalism, sustainability, social impact

Final Social Media Posts

- Signal end of campaign
- Reaffirm MarkSetBot's commitment to sustainability in sailing

MARKSETBOT
How could MarkSetBot help your next race?
Take this 3-question quiz to find out - without leaving this email.

1. How long does it typically take your team to reset race marks?

☐ Less than 10 minutes

☐ 10-20 minutes

☐ 20+ minutes

2. How often do conditions force you to sail on a less-than-ideal course?

☐ Rarely — conditions are stable

☐ Sometimes — we adapt when we can

☐ Constantly — the course never matches the breeze

3. What matters most when setting race courses or marine markers?

☐ Reducing fuel use and emissions

☐ Minimizing disruption to marine life

☐ Running efficient operations

☐ All of the above

Different goals. Same solution.
MarkSetBot adapts to your priorities.

[See it in action — click here to try a MarkSetBot trial week!](#)

MARKSETBOT
How could MarkSetBot help your next race?
Take this 3-question quiz to find out - without leaving this email.

Most race committees like yours save *hours per event* by resetting courses instantly with MarkSetBot.

Top-performing teams use MarkSetBot to keep the course aligned with real conditions. We help you reach your fullest potential.

Organizations from sailing clubs to nonprofits use MarkSetBot to eliminate motorized mark-setting, cutting fuel use while protecting marine environments.

Different goals. Same solution.
MarkSetBot adapts to your priorities.

[See it in action — click here to try a MarkSetBot trial week!](#)

VI. Budget – “Race for Our Oceans” Event

Waterfront venue rental + marina fees	\$17,855
Permits	\$1,361
Security	\$772
Tents, tables, chairs	\$3,548
Staging	\$475

Generators + WiFi	\$714
Live-streaming + media broadcast	\$6,000
Staffing (45 employees, \$25/hr)	\$1,125
Swag giveaway	\$1,571
Impact reporting	\$655

MarkSetBot giveaway (COGS)	\$4,000
Environmental partner donation (baseline)	\$5,000
Miscellaneous	\$5,000

Budget - Campaign

Email marketing software	\$100	Website banner creative production + implementation	\$50	High-value targeting events	\$6,500
Email design	\$429	Press release #1	\$500	SMS software	\$29
LinkedIn blog posts - writing	\$249	Press release #2	\$500	Earth Day Trial Fleet	\$8,500
Single-image Instagram posts (pre-event)	\$99	Single-image Instagram posts (post-event)	\$149		
Short-form video Instagram posts (pre-event)	\$99	Short-form video Instagram posts (post-event) + Earth Day Trial Fleet Content	\$429	Total costs	\$66,473
Social media boosting (pre-event)	\$450	Ad design	\$99	Expected revenue	\$468,000
		Social media advertising costs	\$715	Expected ROI	604%

VII. Key Metrics

Objective 1: Increase direct sales volume of individual bots

KPIs:

- Increase revenue from direct robotic buoy sales by 25%
- Increase website conversion rate by 1.5 percentage points
- Overall trial-to-purchase conversion rate of 50%

Objective 2: Establish strong partnerships with regatta organizers and/or yacht clubs

KPIs:

- Form 5 new partnerships with organizers, clubs, & other organizations
- Average response rate of 25%
- Total event attendance & virtual viewership of 10,000.

Objective 3: Improve brand awareness & sentiment, establishing perception as sustainability leader

KPIs:

- Achieve email click-through rate of 5%
- Achieve brand sentiment score of +0.8
- Achieve brand association of 45% with sustainability/environmentalism

Objective 4: Increase awareness of & actions to address sailing-related environmental issues

KPIs:

- Improve social media engagement rate on environmental education content by 2.5 percentage points
- Prevent 1.2 tons of CO2 emissions through bot use

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