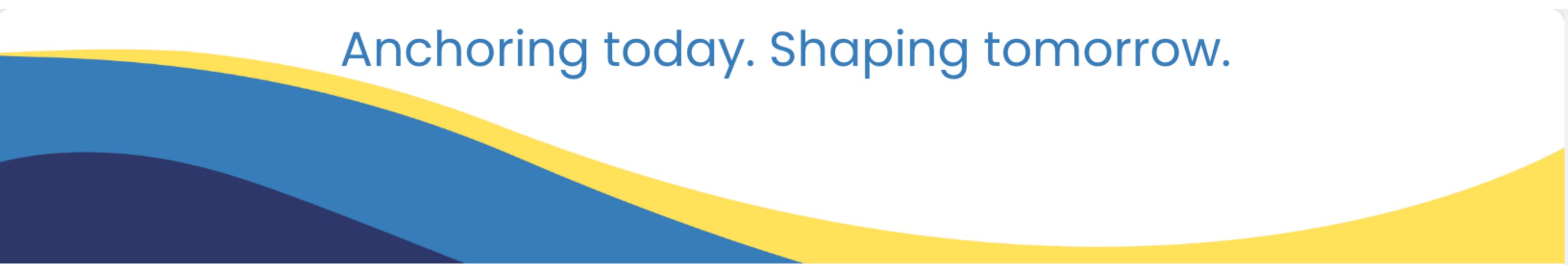


RIVERSPORT AMERICA BOATHOUSE IN A BOX

ANCHOR PR

Anchoring today. Shaping tomorrow.





ACCOUNT EXECUTIVE
HAMILTON HART



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LACEY BIRCH



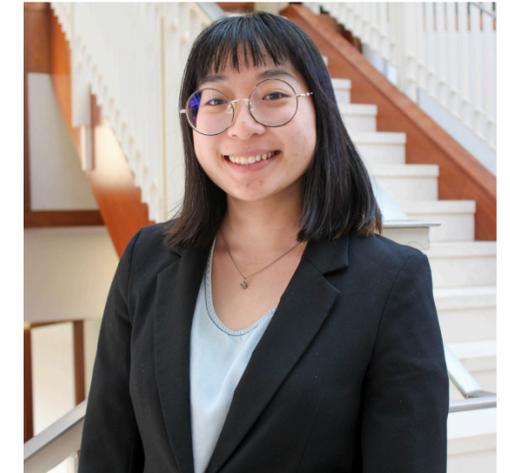
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MEET THE TEAM

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DEMOCRATIZING THE WATERFRONTS

A Boathouse is a Community Lighthouse.

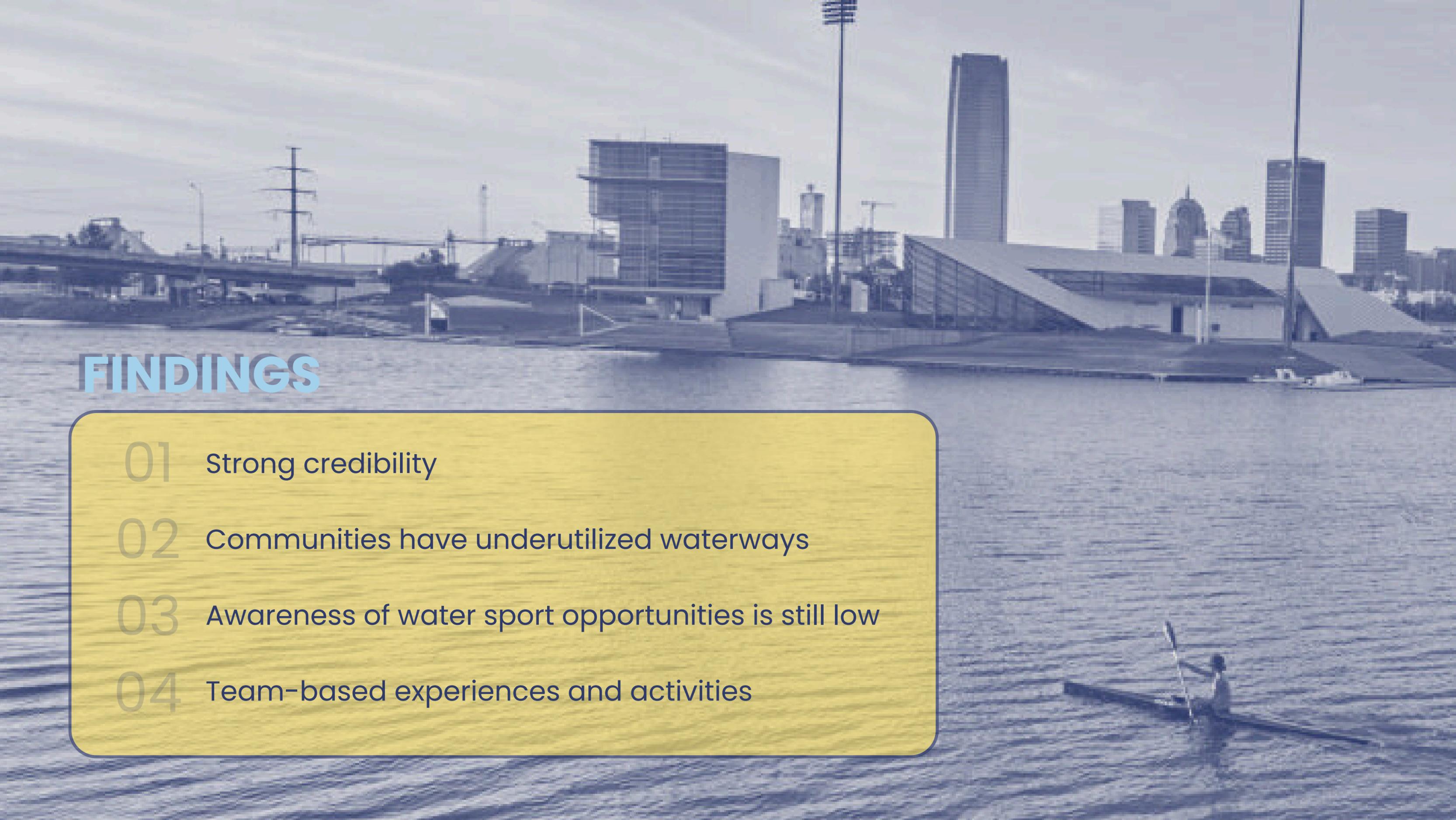
The background image shows a city skyline with several tall stadium light towers. In the foreground, there is a body of water with a rowing team in a boat. The sky is overcast.

SUMMARY

Riversport America's growth raises the question: how can its mission expand beyond Oklahoma City? Boathouse in a Box brings this mission to communities nationwide through targeted messaging and key publics, guided by one adaptable Big Idea.

SECONDARY RESEARCH



A blue-tinted photograph of a waterfront cityscape. In the foreground, a person is kayaking on the water. The middle ground shows a large industrial or commercial building complex. In the background, a city skyline with several skyscrapers is visible under a cloudy sky.

FINDINGS

- 01 Strong credibility
- 02 Communities have underutilized waterways
- 03 Awareness of water sport opportunities is still low
- 04 Team-based experiences and activities

KEY CHALLENGES

- 01 Low awareness of Boathouse in a Box outside Oklahoma City
- 02 Competing entertainment options (trampoline parks, indoor venues, etc.)
- 03 Misconceptions that water sports are expensive or difficult to access
- 04 Encouraging younger audiences to choose outdoor recreation over indoor entertainment





- Prime location
- Overlapping audiences and broad demographic appeal
- \$400 million development by the Chickasaw Nation (McNutt, 2025)



- Competes for the same optional leisure time among families, youth and Gen Z
- Convenient alternative when audiences choose between structured entertainment and outdoor activity

COMPETITORS

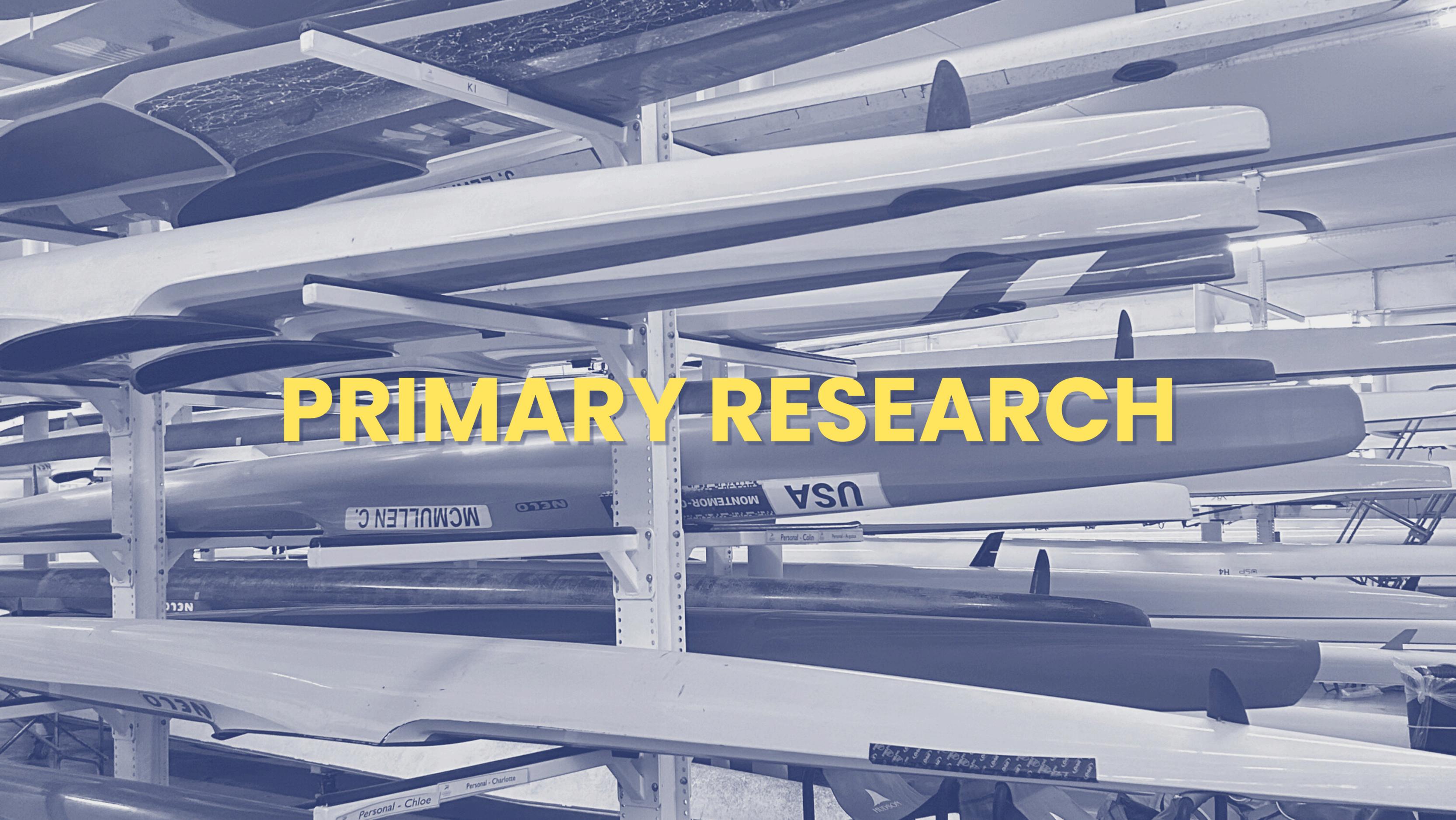


- Fast-growing hub for on-the-water activities
- Beach with kayaks, paddleboards, umbrellas and chairs, life jackets and lily pads.
- Lake Days Aqua Park (Carlton Landing, 2026)



- Western-themed amusement park
- Family-friendly attraction for thrill seekers
- Offers group ticket packages, school-sponsored visits and multi-guest experiences (Six Flags, n.d.)

PRIMARY RESEARCH



INTERVIEWS

“

I feel like it's definitely more fun because it's something I don't do very often, and it's like, different than anything doable, because you're not constantly around water.

-Student, 22, Stillwater, OK

”

“

[Adding accessible water sport equipment] would definitely be a benefit. A lot of members of the community love to go out onto [Lake Murray] and take their boats out there.

-Tourism Authority Employee, 64, Ardmore, OK

”

“

Yeah, I think it'd be super positive. I mean, OSU has a awake warning team that they compete. So I think if they added like another facility for just any college kids to go, I think it would be a lot of fun. I think a lot of people would use it.

-Student, 21, Stillwater, OK

”

“

I've loved using the lake out here for fishing with my kids and stuff like that but I think the would've loved something like kayaking out there for sure

-Ardmore Resident, 56, Ardmore, OK

”

SURVEY RESULTS

Online Survey

Launched through Qualtrics
on Feb. 25, 2026

33 questions about:

- *Hobbies and Interests*
- *Awareness*
- *Behavior*
- *Demographics*

With 309 Respondents

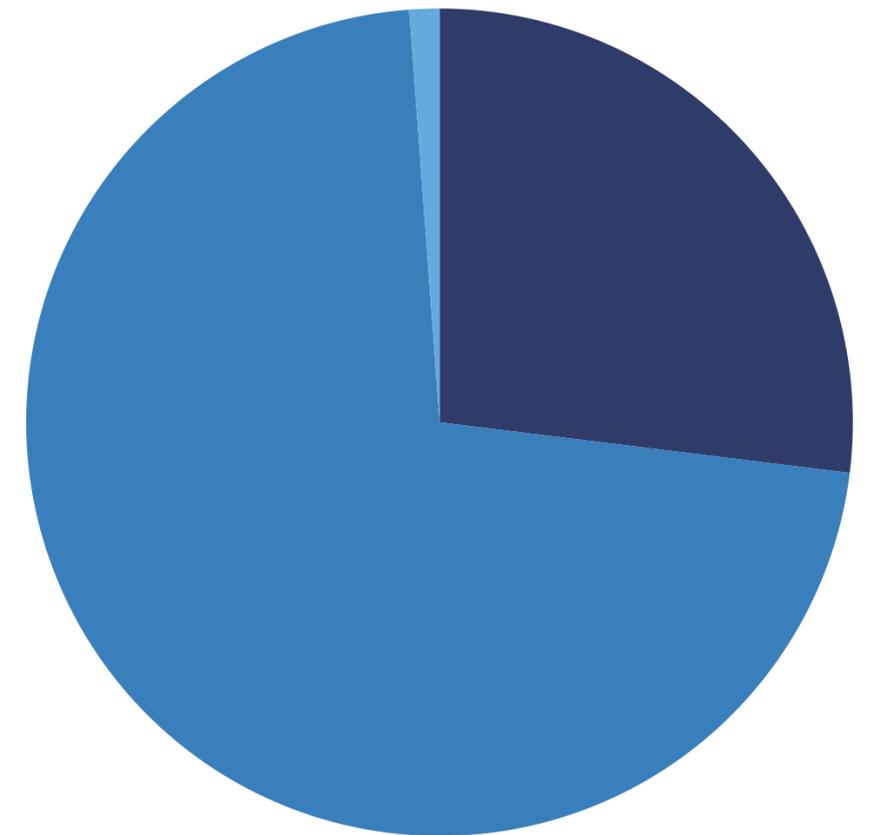
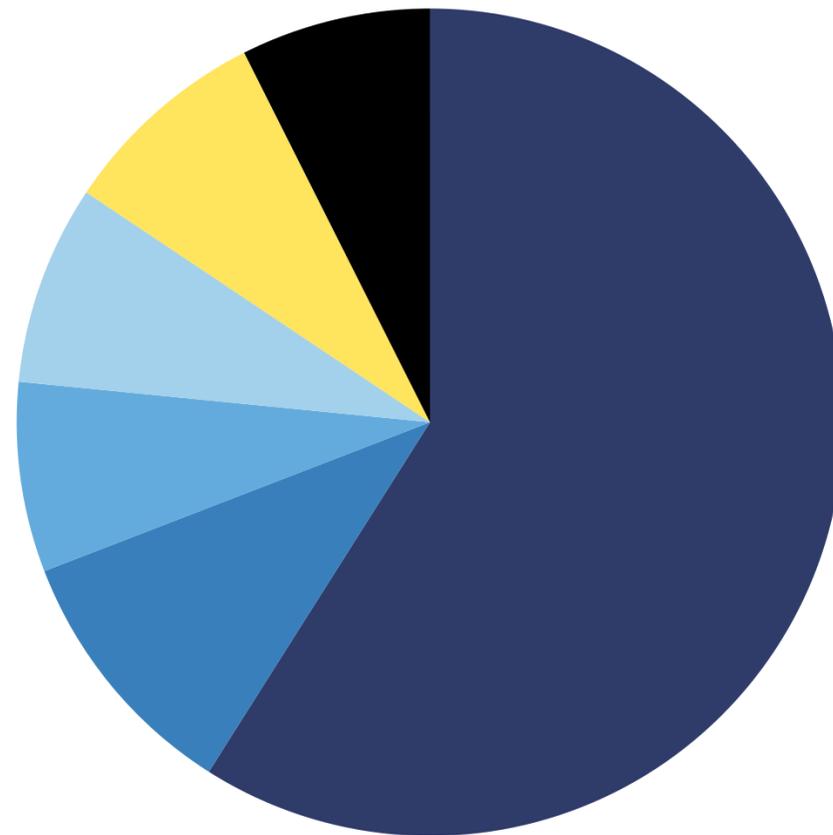
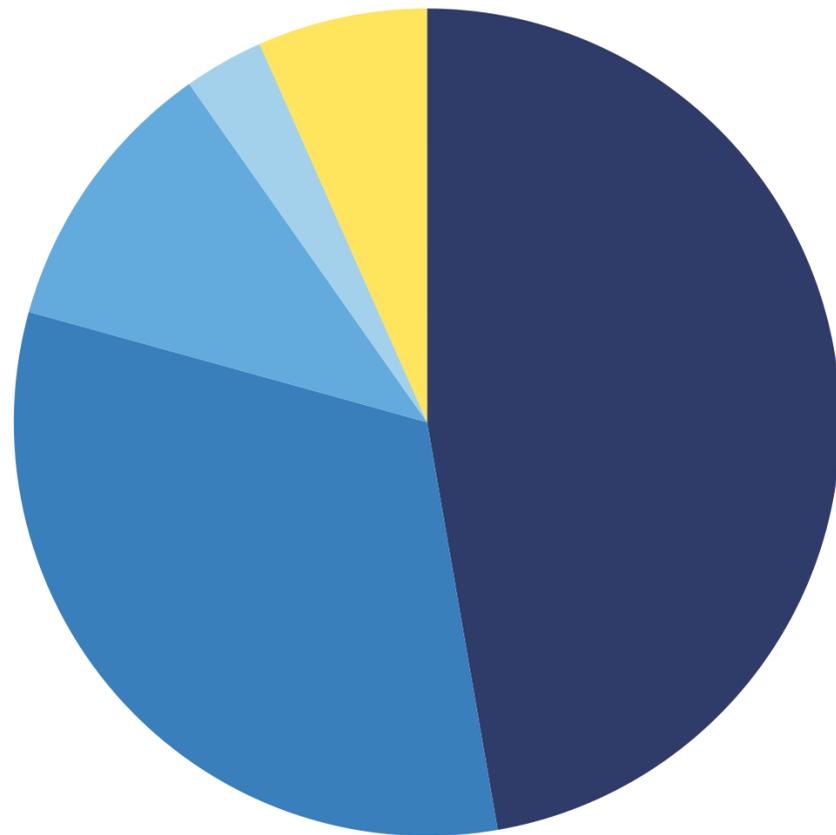


DEMOGRAPHICS INFORMATION

- Student
- Full-Time Employed
- Part-Time Employed
- Not Currently Employed
- Retired

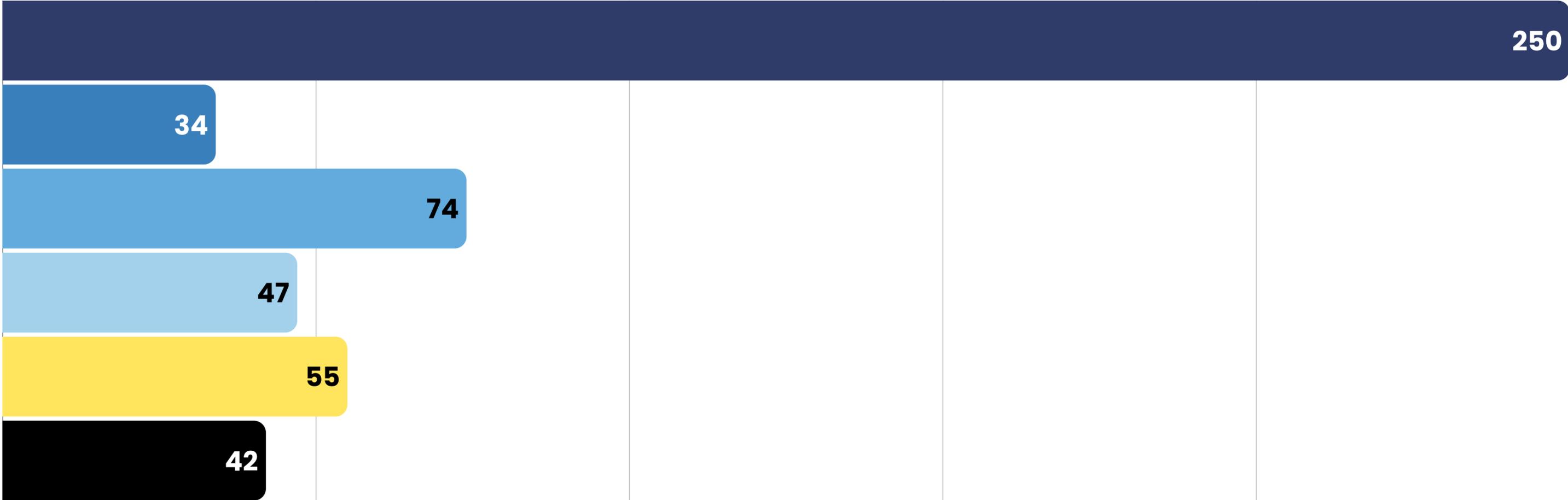
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

- Male
- Female
- Nonbinary



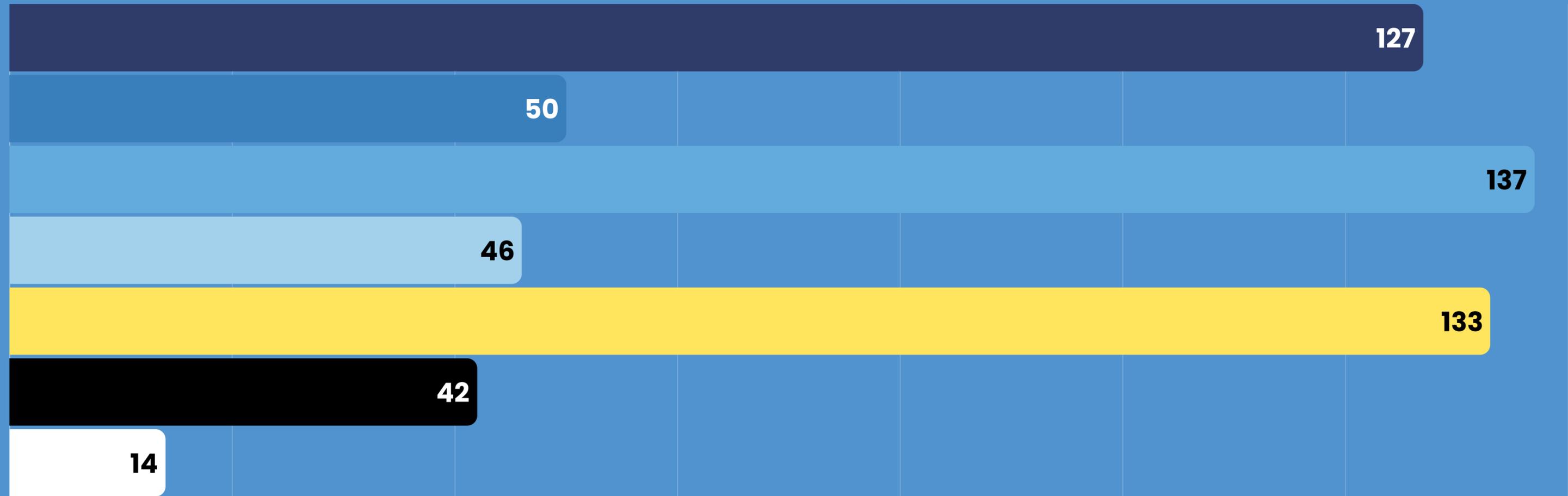
What Types of Outdoor Recreation Activities Interest You the Most? (Select all that apply)

- Walking, Running, Hiking
- Cycling
- Team Sports
- Camping
- Fishing
- Kayaking, Canoeing, Rowing



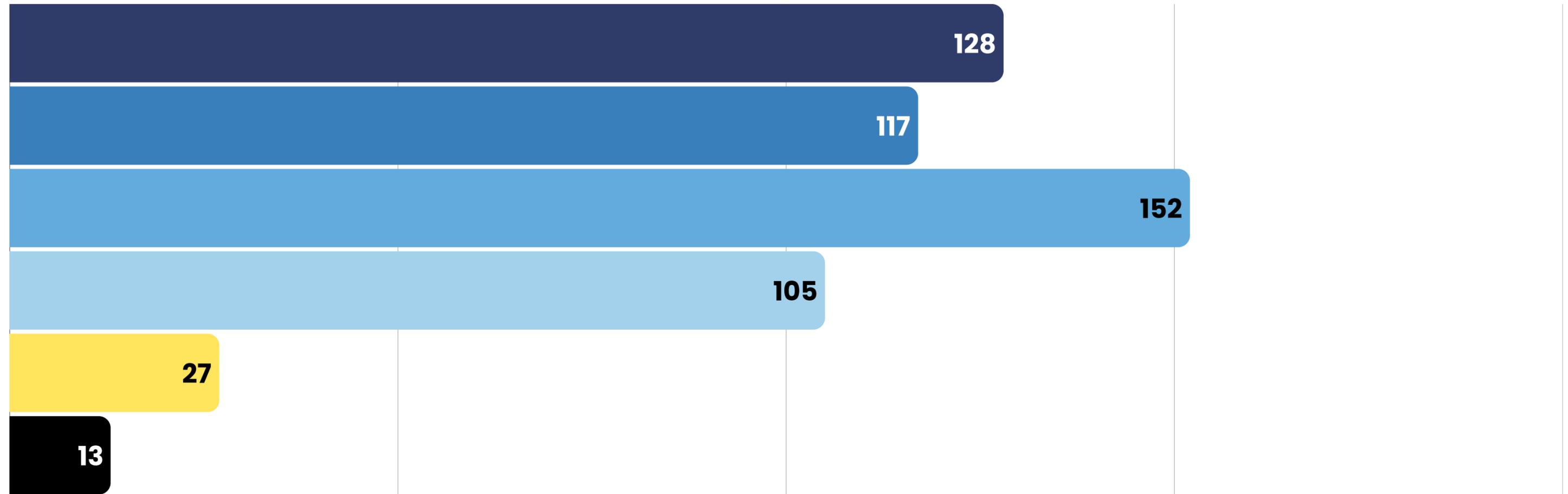
What Prevents You From Participating in Water Sports (Select all that apply)?

- Cost of Equipment
- Transportation
- Lack of Knowledge
- Safety Concerns
- Not Enough Time
- Not Interested
- Other

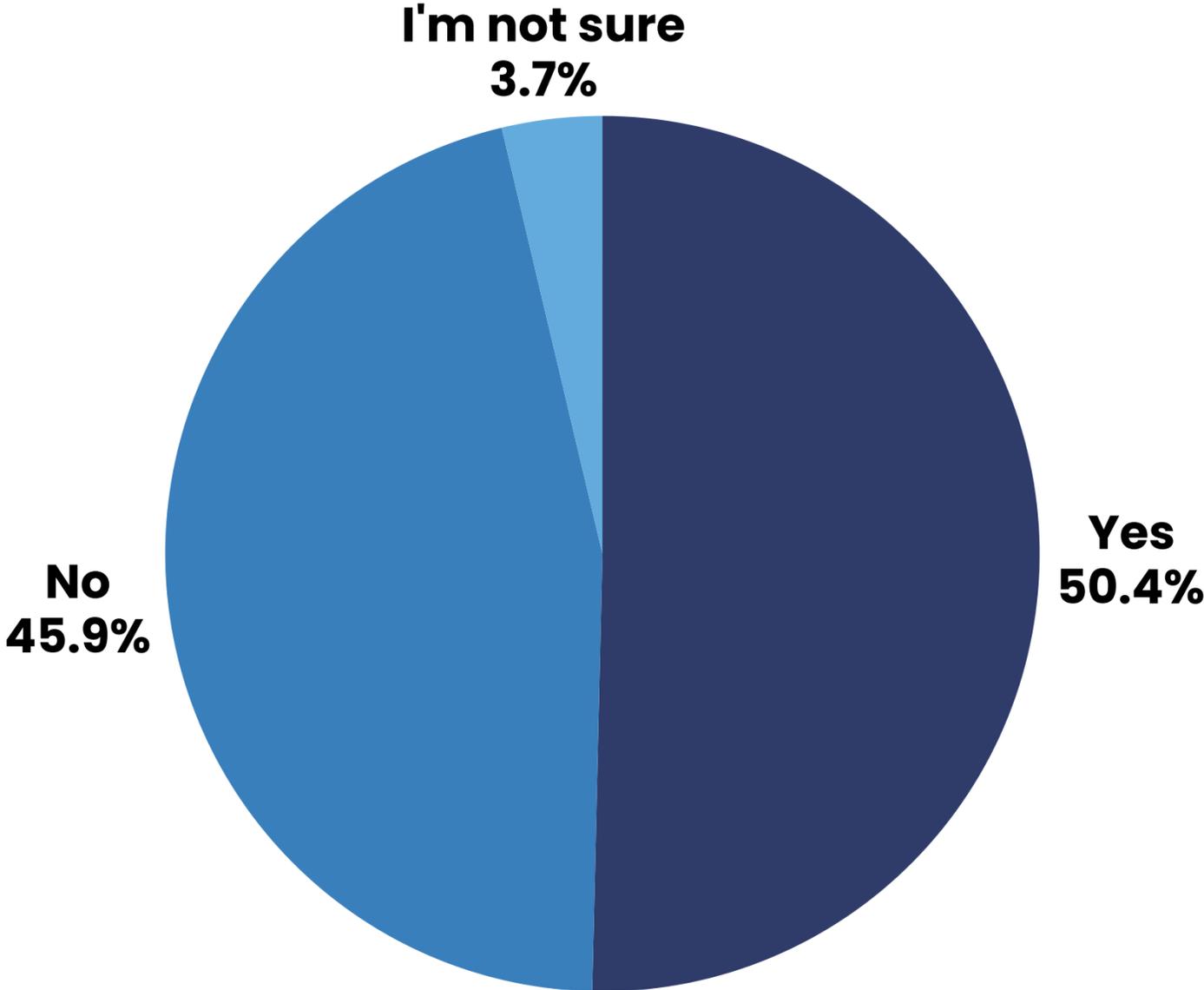


What Would Make You More Likely to Participate in Water Sports (Select all that apply)?

- Access to Affordable Equipment
- Beginner Lessons or Training
- Social Event
- Family-Friendly Options
- Membership Programs
- Other



Before Today, Have You Ever Heard of RIVERSPORT America or Similar Community Water Sports Facilities?



TARGET AUDIENCES

Families are naturally drawn to Boathouse in a Box, so we focused our key publics on our two main communities, Stillwater and Ardmore.

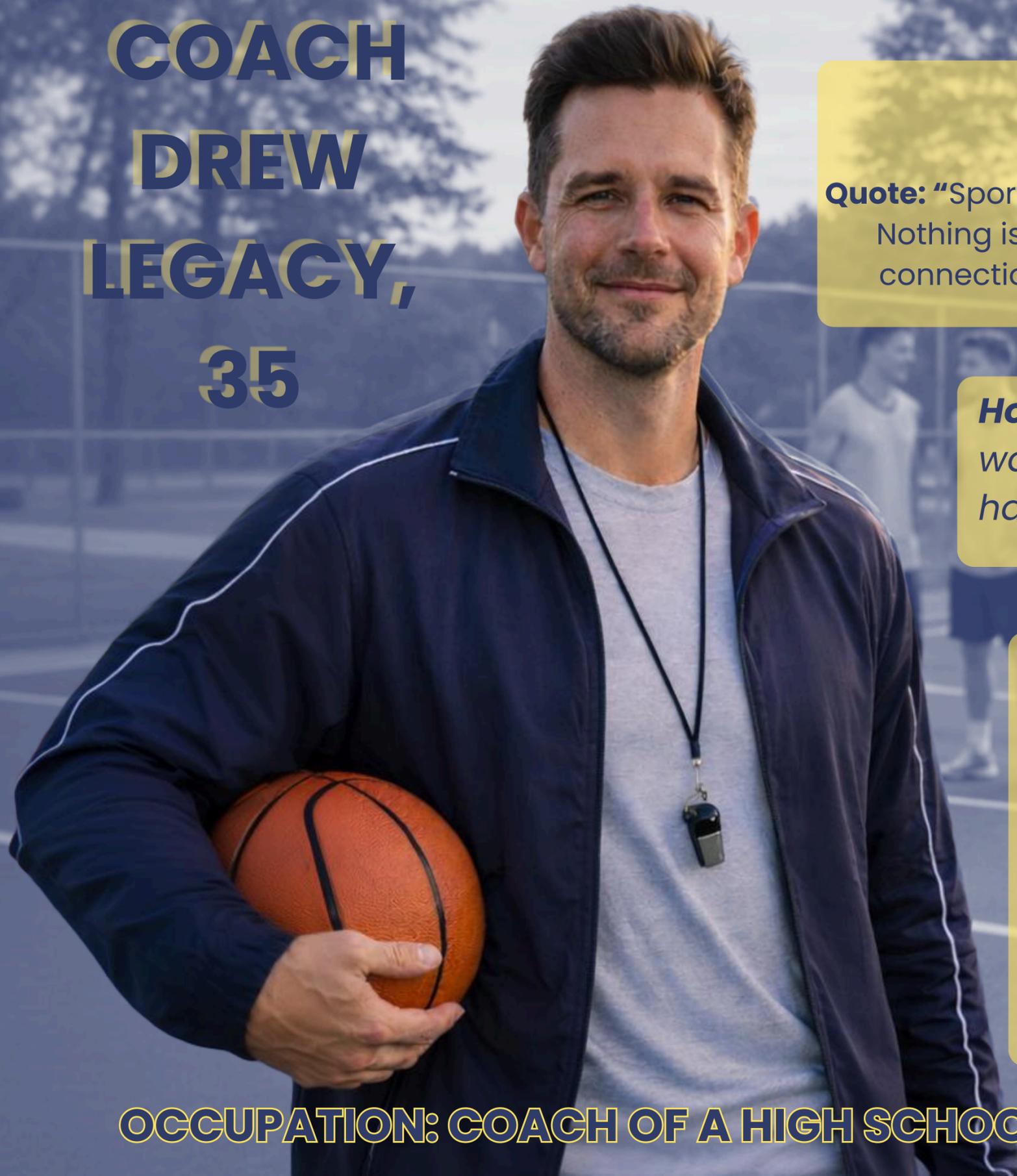
Underserved Athletic Communities

- Can use this as a team-building opportunity and/or group activities.
- Focusing on underserved areas develops inclusion, access, and attracts new audiences.
- Limited funding and resources in underserved communities may restrict opportunities, requiring additional support.

Young Professionals

- Can use Boathouse in a Box for fun activities outside of work.
- They are looking to make connections and feel more included in their communities.
- Watersports and other activities help them personally grow and improve teamwork skills.

COACH DREW LEGACY, 35



Value and family-driven coach

Quote: "Sports open a path for students to see the kind of person they will become. Nothing is stronger than knowing someone will have your back, because the connections we build in the game become the character we carry into life."

Hobbies- *Playing and watching basketball, hanging out with his family*

Marital Status- *Married*
Financial Status- *Lower class*

GOALS:

- Build character in his team while balancing family and coaching.

MOTIVATIONS:

- Develop character, teamwork, and resilience through sports.

BEHAVIORS:

- Outcome-driven and values practical, long-term impact.

PAIN POINTS:

- Limited resources, financial strain, and little time for himself.

OCCUPATION: COACH OF A HIGH SCHOOL BASKETBALL TEAM AND FATHER OF TWO SONS



EMILY ESTRADA, 25

Young, newly relocated professional

Quote: “Freedom is the real return on investment. I just want to have fun and live my life to the fullest and document it on social media. There's so much of the world that needs to be explored. I want to help ambitious people like me to never feel stuck in something unfulfilling.”

Hobbies– *Hiking, swimming, traveling, shopping.*

Financial status–*Provides for herself. Middle class.*

Marital status– *Single (never married)*

GOALS:

- Travel globally, build meaningful connections.

MOTIVATIONS:

- Seeks outdoor opportunities and embraces risk.

BEHAVIORS:

- Frequently posts on social media, stays active, and values freedom.

PAIN POINTS:

- Unstable freelance income creates fear and uncertainty.

OCCUPATION: FREELANCE PERSONAL FINANCIAL ADVISER

POSITIONING STATEMENT

Underserved Athletic Communities

Fostering teamwork and purpose in local athletic communities through accessible water sports.

Young Professionals

A personal development experience through water-based sports for people looking for connection and community.

CAMPAIGN GOALS AND OBJECTIVES

REPUTATION

Position Boathouse in a Box as a leader in accessible water sports beyond Oklahoma City.

RELATIONSHIP

Build trust and engagement with underserved athletic communities and young professionals.

TASK

Expand awareness and participation in the Boathouse in a Box program.

UNDERSERVED ATHLETIC COMMUNITIES

AWARENESS

Increase awareness of boathouse in a box among middle and high school athletic communities in Stillwater and Ardmore within six months of the campaign launch.

ACCEPTANCE

Increase positive perceptions of Boathouse in a Box as an exciting and accessible athletic opportunity for student athletes.

ACTION

Encourage schools, teams, and youth programs to utilize Boathouse in a Box for training, recreation, and team development.

YOUNG PROFESSIONALS

AWARENESS

Increase awareness of Boathouse in a Box among young professionals ages 22-35 in Stillwater and Ardmore through social media and outreach.

ACCEPTANCE

Increase acceptance of Boathouse in a Box as a unique recreational and team building experience for young professionals.

ACTION

Encourage young professionals to participate on rowing, paddling, and other water based recreation through Boathouse in a Box.

THE

BIG *idea*

CHARTING *possibilities*



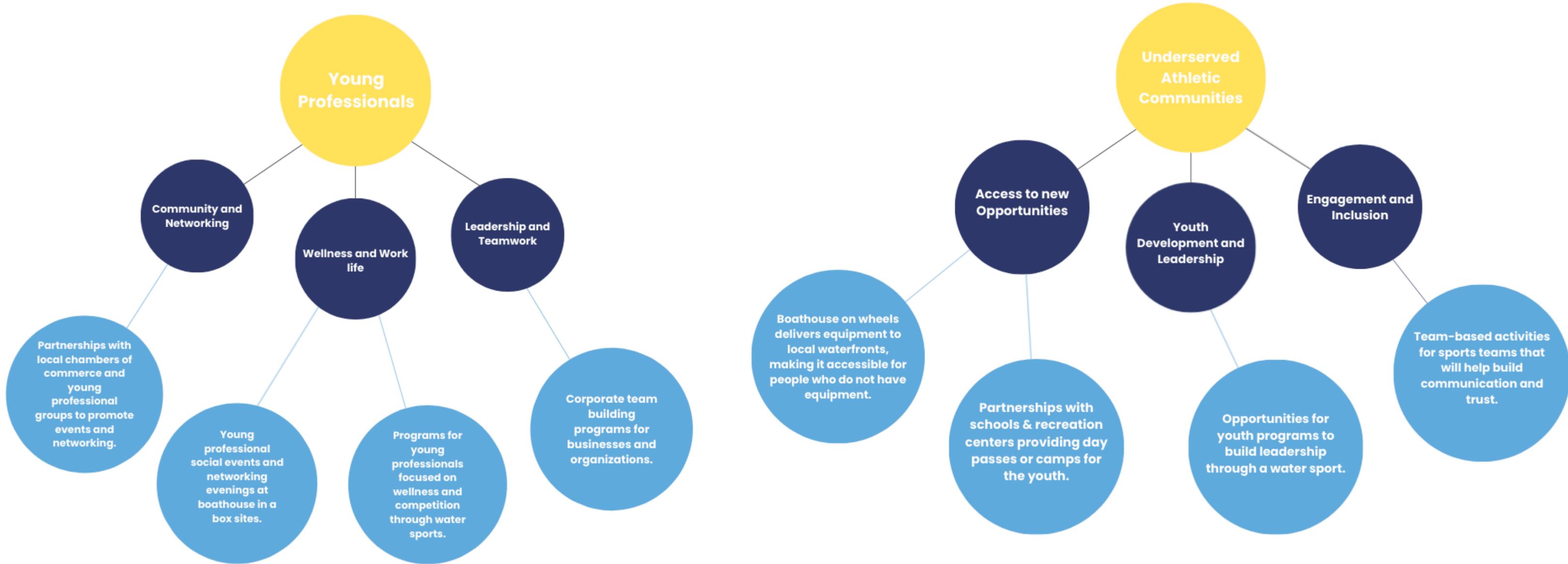
CHARTING *possibilities*

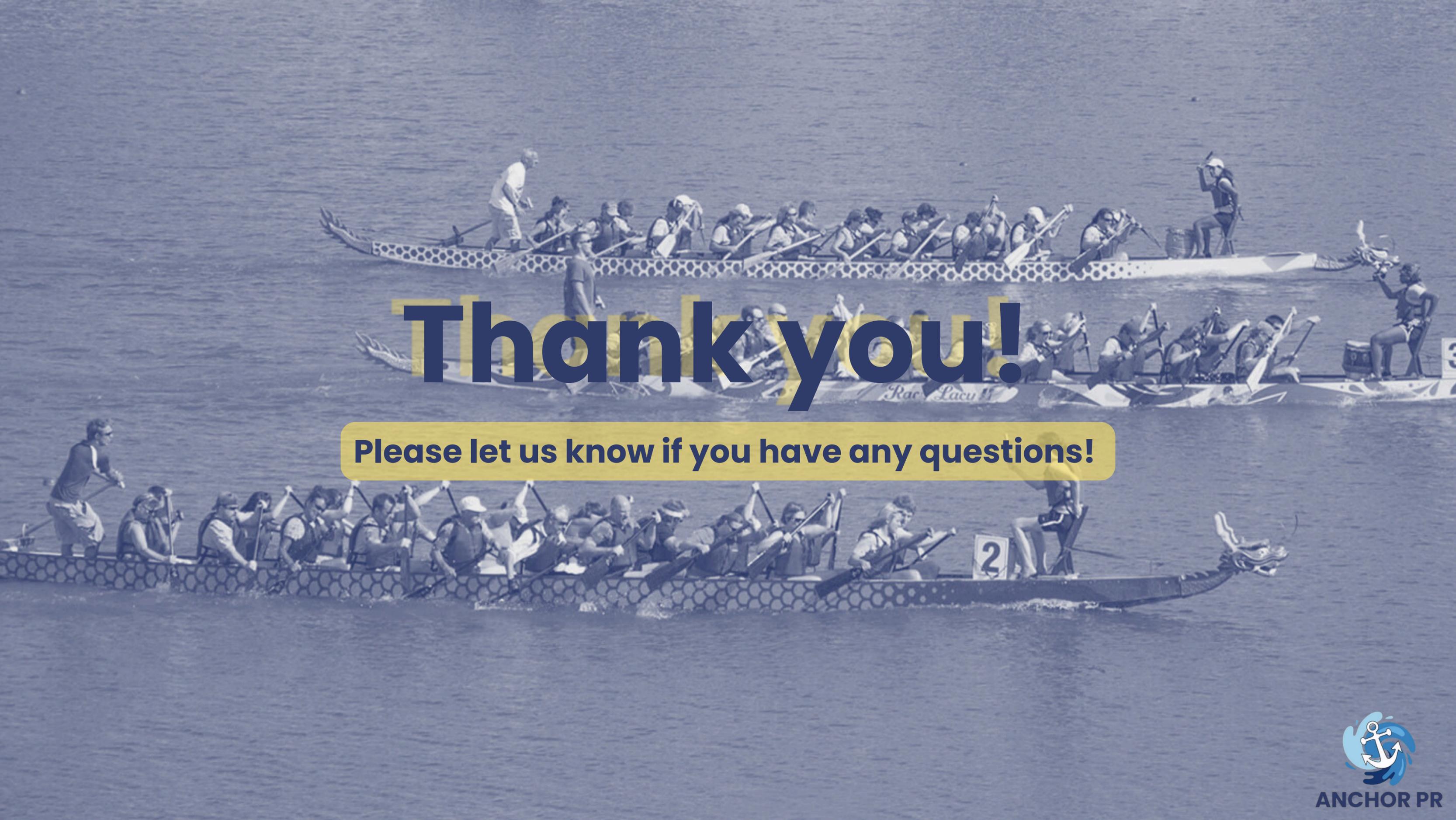
- Partner with local schools, youth organizations and recreation centers to host special events.
- Offer free or reduced-cost introductory rowing and paddling clinics.
- Provide scholarship opportunities for students, teams, etc.



- Develop corporate and group team-bonding programs.
- Partner with local businesses, networking groups and professional organizations.
- Host young professional social and networking nights at Boathouse sites.
- Offer seasonal leagues or competitions for working professionals or teams.

MESSAGE MAP





Thank you!

Please let us know if you have any questions!