



## Manitou Pontoon Boats Win 2024 IBI Boat Builder Award for Retail Marketing Initiative with unique Kirk Cousins Partnership

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**Lansing, Michigan, November 22, 2024** - As part of the 10th edition of the Boat Builder Awards run by IBI and METSTRADÉ, Manitou is thrilled to receive the award for Retail Marketing Initiative as a result of a unique partnership with professional quarterback Kirk Cousins. This award is open to all boat builders, shipyards and their official distributors who have demonstrated a real innovation in sales and marketing initiatives to expand their



marketplace.

Kirk's authentic passion for the water and the closeness it helps facilitate with his family speaks volumes about Manitou's goal of creating unforgettable moments on the water. This partnership bridges the worlds of pontoon boating and professional sports, promising a fusion of excitement and relaxation for enthusiasts of both.

Highlighted in a four minute longform [video](#), Kirk shares his journey, the freedom he feels on the water in his Manitou and the memories he can create with his family. Kirk Cousins embodies the spirit of excellence, teamwork, and dedication—values that align seamlessly with the Manitou brand. Known for his leadership both on and off the field, Kirk's genuine passion for boating, coupled with his strong dedication to family and community, made him the ideal partner for Manitou.



"We are thrilled with the amazing results from Manitou's partnership with Kirk Cousins and I'm honored to accept this prestigious award because of it," said Jeremi Doyon-Roch, Global Brand Strategy Director, Marine at BRP. "The collaboration between Kirk and Manitou resonated strongly with our target audience and proved that a strong authentic partnership like we have with Kirk can redefine leisure and recreation on the water."

For more information about Manitou pontoons, visit [Manitoupontoonboats.com](https://www.manitoupontoonboats.com) and follow on social media: [Facebook](#) and [Instagram](#).

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