

**LETTER OF INTENT BY THE UNITED STATES COAST GUARD  
REGARDING THE PARTNERSHIP AMONG  
THE UNITED STATES COAST GUARD AUXILIARY,  
THE COAST GUARD AUXILIARY ASSOCIATION, INC.,  
AND  
THE NATIONAL SAFE BOATING COUNCIL**

1. **BACKGROUND.** The parties to this Letter of Intent (hereinafter, "the LOI") are the United States Coast Guard Auxiliary (hereinafter, "the Auxiliary"), the Coast Guard Auxiliary Association, Inc. (hereinafter, "the Association"), and the National Safe Boating Council (hereinafter, "the NSBC"). The Auxiliary supports the United States Coast Guard (hereinafter, "the Coast Guard") mission of promoting recreational boating safety (RBS) on and around the territorial waters of the United States. The Association is the only corporation authorized to conduct fundraising activities to support Auxiliary programs and serves as the conduit for receiving donations to the Auxiliary as a 501(c)(3) non-profit corporation as well as for receiving grants, funds, and other items for appropriate purposes. The National Safe Boating Council is a registered 501(c)(3) non-profit organization that serves as a national catalyst for developing a safe boating culture. It provides educational resources, outreach programming, and training opportunities for its industry partners and the boating community to influence safe, secure, and responsible boating.

2. **PURPOSES.**

The purposes of this LOI are:

- a. To engage more recreational boaters in safe and enjoyable on-water recreational activities, enroll more students in boater safety education courses, publicize the importance of wearing a life jacket and boating sober, assist the NSBC with its promotion of RBS during National Safe Boating Week (NSBW), and publicize other boating safety messaging throughout the year.
- b. To promote safe boating messaging through various media and methods including social media, campaigns, literature, publications, and coordinated outreach throughout the year.
- c. To provide mutual support in all aspects of RBS in order to positively influence recreational boater behavior.
- d. To leverage each organization's assets and expertise to promote the goals of NSBW and the International Boating and Water Safety Summit (IBWSS), provide advice and guidance through multiple training efforts undertaken by each organization, assist with the distribution of safe boating educational materials, and emphasize the critical message relating to life jacket use, the NSBC Safe Boating Campaign "WEAR IT"\* logo, and "Waves of Hope"\* members' stories.

\* Reference to any specific commercial product, process, or service, or the use of any trade, firm or corporation name is for the information and convenience of the public,

and does not constitute endorsement, recommendation, or favoring by the U.S. Coast Guard.

### 3. EXPECTATIONS.

The Auxiliary will, at its discretion:

- a. Initiate annual stewardship meetings to keep the LOI on track and review results. Develop as part of stewardship an annual plan which may include media and campaigns promoting safe boating throughout the year.
- b. Promote and disseminate NSBC Safe Boating campaign resources and RBS messaging including the "WEAR IT"\* and "Waves of Hope"\* logos and other successor RBS promotional campaigns by:
  - (1) Using co-branded logos when available and approved in advance by the Chief of the Coast Guard's Office of Auxiliary and Boating Safety.
  - (2) Including co-branded logos in public education courses.
  - (3) Discussing co-branded logos during vessel safety checks.
  - (4) Including co-branded logos in materials distributed during RBS Partner Visitations.
  - (5) Including co-branded logos during public affairs events and outreach activities.

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- c. Distribute content promoting safety programs as related to this LOI. All content shall be approved by all Parties before use and the sharing of which shall be subject to appropriate review and assessment in accordance with applicable Auxiliary policies.
- d. Register at Auxiliary flotilla or member levels at [Safeboatingcampaign.com](http://Safeboatingcampaign.com)\* as a no-cost partner with the NSBC.

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- e. Share creative assets (e.g., logo images) to create marketing, social media advertising, and public relations content. Issue press releases and social media content promoting safe boating including:

- (1) At program launch.
- (2) Annually during NSBW.
- (3) Throughout the year as creative content is developed.

The NSBC will, at its discretion:

- a. Participate in annual stewardship meetings to keep the LOI on track and review results. Develop as part of stewardship an annual plan which may include media and campaigns promoting safe boating throughout the year.
- b. Continue to apply for and manage annual Coast Guard grant programs including but not limited to NSBW and IBWSS.
- c. Provide Admiral Club membership and benefits to the Auxiliary. the acceptance of which shall be subject to appropriate review and assessment in accordance with Auxiliary gift acceptance policy.
- d. Promote registration at Auxiliary flotilla or member levels at [Safeboatingcampaign.com](http://Safeboatingcampaign.com) as a no-cost partner with the NSBC.
- e. Develop public service announcements and other media promoting the goals of NSBW year-round.
- f. Plan and administer, in cooperation with other agencies, the annual IBWSS.
- g. Utilize its web presence to provide links to member organizations and share important dates of RBS and other events of interest to the recreational boating public.
- h. Provide, where available, branded and co-branded Safe Boating campaign signage and materials for use by the Auxiliary.
- i. Promote Auxiliary membership, public education, and vessel safety check missions and messaging around safe boating.
- j. Include safety messaging with Auxiliary-approved content in communications on its website and social media.
- k. Include safety messaging with the Auxiliary during media programs and publications. All content must be approved by all Parties before use and must abide by Auxiliary requirements for the protection of copyrights and trademarks.
- l. Prominently display the Auxiliary QR Codes in pamphlets, training material, and on web media. Distribute Auxiliary rack cards with QR Codes for distribution.

- m. Invite the Auxiliary to designate an Auxiliarist who will serve on the NSBC Board of Directors as a non-voting, non-NSBC funded ex-officio member. The Auxiliarist will be welcome to attend and participate in all NSBC Board meetings and group communications and will receive all relevant messages regarding those activities.
- n. Share creative assets (e.g., logo images) to create marketing, social media advertising, and public relations content. Issue press releases and social media content promoting safe boating including:
  - (1) At program launch.
  - (2) Annually during NSBW.
  - (3) Throughout the year as creative content is developed.

The Association will, at its discretion:

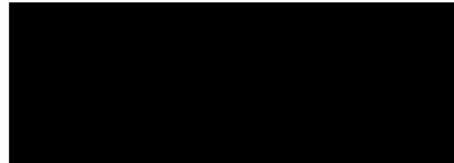
- a. Promote the Auxiliary's RBS programs through advertising, public relations efforts, editorials, internal logo branding, website promotions, and other forms of communications designed to reach the recreational boating public. The Association intends to continue the active promotion of the Auxiliary's RBS programs during the period of the LOI.
- b. Identify NSBC's support of recreational boating safety programs on the Association's website and other public facing media. Reference to any specific commercial product, process, or service, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the U.S. Coast Guard.
- c. Continue its financial support of the Auxiliary in its efforts to implement RBS programs consistent with its responsibility to manage all fiscal matters and fundraising efforts in support of Auxiliary activities not funded by the Coast Guard.
- d. Promote NSBW and the Auxiliary's RBS messaging through public relations efforts, editorials, internal logo branding, website promotions, and other forms of communication designed to reach the recreational boating public as its resources may permit.
- e. Support the Auxiliary in its efforts to implement NSBW as authorized by the Commandant of the Coast Guard.
- f. Participate in annual stewardship meetings to keep the LOI on track and review results. Develop as part of stewardship an annual plan that may include media and campaigns promoting safe boating throughout the year.

4. **PERSONNEL.** Each Party is responsible for all costs of its personnel, including pay and benefits, support, and travel. Each Party is responsible for the supervision and management of its personnel.
5. **NOTICE.** Any notice or communication required or permitted under this LOI will be sufficient if delivered in person or by U.S. Mail, certified mail, return receipt requested, or electronically to the person immediately set forth below, or to such other address or Party as one Party may have furnished in writing to the other.
6. **POINTS OF CONTACT.** The following individuals will be the points of contact for this LOI. Each Party may change its point of contact upon reasonable notice to the other Parties. Changes to this section do not require a formal amendment to this LOI.

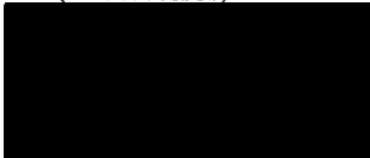
**U.S. Coast Guard Auxiliary**  
Commodore John C. Krogmann, Jr.  
Deputy National Commodore –  
Recreational Boating Safety  
(or successor)



**National Safe Boating Council**  
Ms. Peg Phillips  
Executive Director  
(or successor)



**Coast Guard Auxiliary Association, Inc.**  
Dale E. Fajardo  
President and CEO  
(or successor)



7. **ADDITIONAL PROVISIONS.**
  - a. This LOI does not document the obligation of funds between the Parties. The obligation of funds by the Auxiliary and the Association resulting from this LOI shall be subject to the availability of funds pursuant to applicable Auxiliary policies and other laws and regulations. No provision in this LOI will be interpreted to require obligation or payment of funds in violation of the Anti-Deficiency Act, Section 1341 of Title 31, United States Code.
  - b. Unless mutually agreed to by the Parties' officials having authority to obligate funds, no Party will charge another for costs stemming from its participation under this LOI.
  - c. The Parties acknowledge that all activities in furtherance of this endeavor must be in full compliance with applicable law and Coast Guard and Auxiliary regulations and

policies. The NSBC agrees not to take any action involving or referencing the Auxiliary or Association that is contrary to the same.

- d. Nothing in this LOI is intended to conflict with current law, regulations, policies, or directives of the Coast Guard, the Auxiliary, or the Department of Homeland Security. If any term of this LOI is inconsistent with such authority, then that term shall be invalid, but the remaining terms and conditions of this LOI shall remain in full force and effect.
  - e. The NSBC agrees not to use the Coast Guard, the Auxiliary, or the Association names, insignia, or logos without the express written consent of the Coast Guard, the Auxiliary, or the Association or to make any reference to the Coast Guard or the Auxiliary that is prohibited by law or regulation. The terms of this LOI provide a limited license to the NSBC for its use of the Auxiliary name or derivations thereof, insignia, and/or logos in advising its members of the benefits of this LOI.
  - f. The Auxiliary agrees not to use the NSBC's name, insignia, logos, or any other reference to the NSBC without the NSBC's prior written consent. The terms of this LOI provide a limited license to the Auxiliary and the Association for their use of the NSBC's name or derivations thereof, insignia, and/or logos in advising its members of the benefits of this LOI.
  - g. This LOI does not create any right or benefit, substantive or procedural, enforceable at law or equity by any person, whether or not a party to this LOI, against the Coast Guard, the Auxiliary, the Association, the Department of Homeland Security, the NSBC, or their officers, employees, agents, or contractors.
  - h. It is agreed and understood by the Parties that by entering this LOI, neither the Coast Guard, the Auxiliary, nor the Association endorse the NSBC or its goods or services, and no representations indicating or tending to indicate such endorsement shall be made by the NSBC. The NSBC further agrees not to use the Coast Guard, the Auxiliary, or the Association name, derivations thereof, insignia, logo or other reference to the Coast Guard, the Auxiliary, or the Association, which in any way states or infers Coast Guard, Auxiliary, or Association product endorsement, political or legislative position, or any other reference to the Coast Guard, the Auxiliary, or the Association that is prohibited by law or regulation.
  - i. This LOI constitutes the entire understanding among the Parties. The Parties represent and warrant that their signatories have the authority to represent them.
8. **MODIFICATIONS.** This LOI may not be modified in whole or in part without the written mutual consent of all Parties.
9. **EFFECTIVE DATE.** This LOI will become effective upon the last signature of the Parties.
10. **TERMINATION.** The term of this LOI is ten (10) years from the effective date. Any Party may terminate this LOI at an earlier date upon providing the other Parties

with sixty (60) days' advance written notice. This LOI will otherwise automatically renew for an additional 10-year period at the end of each term, absent objection by any Party.

11. APPROVED BY.

For the U.S. Coast Guard.



Printed Name: Captain Brent R. Schmadeke, U.S. Coast Guard  
Position: Chief, Office of Auxiliary and Boating Safety (CG-BSX)

Date: 10 Aug 2025

12. ACKNOWLEDGED BY.

For the U.S. Coast Guard Auxiliary.



Printed Name: Commodore Mary L. Kirkwood  
Position: National Commodore

Date: 15 Aug 2025

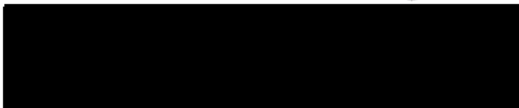
For the Coast Guard Auxiliary Association, Inc.



Printed Name: Dale E. Fajardo  
Position: President and CEO

Date: 18 August 2025

For the National Safe Boating Council.



Printed Name: Peg Phillips  
Position: Executive Director

Date: 9/3/2025

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