



**2004 U.S. Grand National Watercross Championships**  
**Budweiser signs as Official Sponsor of the 2004 Can Am Cup**  
**January 21, 2004**



The Harbor Beach Maritime Festival in association with **Hammertime Promotions** is proud to announce that Budweiser will be the Official Sponsor of the 2004 Can-Am Cup.

*Budweiser, The King of Beers will also be the King of the Can-Am Cup.*

Dan Gusa and Jim Baird of Budweiser in association with Smith Distributors of Bad Axe, Michigan recently announced they would again be the Official Sponsor of the 3rd Annual U.S. Grand National Budweiser Can-Am Cup on July 16th - 18th, 2004. This will be the third consecutive year Budweiser has contributed to the Can-Am Cup and Maritime Festival. Their gracious support over the past 3 years has contributed to the success of this highly popular Event. Hammertime Promotions is very excited to once again partner with such an outstanding Event such as the Maritime Festival and to have Budweiser once again support the sport of Jet-Ski Racing.

Al Kleinknecht explains, "This announcement of sponsorship so early in the 2004 season is testament to the commitment by Budweiser and Smith Distributing to our community and to the many guest's who arrive from all over the country and Canada to enjoy the hospitality of Harbor Beach and the Thumb of Michigan" "They say This Bud's for You and they mean it!. Thanks Bud"

At this Event some of the finest Watercraft Riders from Canada and the U.S.A. will compete in the popular **Budweiser Can-Am Cup** providing Spectators some of the finest Personal Watercraft Racing in the Nation. This Maritime Festival in Harbor Beach, Michigan has become the 2<sup>nd</sup> largest spectator Event of Personal Watercraft Racing in the country, second only to the World Championships in Lake Havasu City, Arizona. Over 5,000 spectators will be on hand to watch the Hot Racing Action on July 16th-18th making the pier standing room only.

**The Can-Am Cup Race** - There are 3 Classes that make up the Can-Am Cup. There is the Ski Open, 800 Runabout Open, and the 1200 Runabout Open. Novice, Expert, and Pro Riders are eligible to participate in all 3 classes of the Can-Am Cup. All Riders will have to qualify for Saturday Night's Main Event's. Heat Races will be ran on Saturday morning taking the top 9 Riders from each Country for Saturday Evening's Main Event's. Each of the Main Event's will have 18 Riders participating, 9 from Canada, and 9 from U.S.A., who will be scoring Team Points towards the Overall **Can-Am Cup Championship**. We will have a 20 point Scoring system for each Class, that contributes to the Overall Team's Score toward the Can-Am Cup Championship. A running score will be kept after each of the Main Event's, showing which country is currently leading in Points. The Spectators are also treated to a Freestyle Exhibition show during the Can-Am Cup Saturday Night's Events.

There are many other Family Activities planned for the Harbor Beach Maritime Festival. Historic Tours, a Cruise Night, a country western dance, fireworks, local rock bands Friday and Saturday and an antique car show. There will be Maritime speakers, live entertainment and kids entertainment. There will be a beer garden on Friday, Saturday and Sunday at the legion. A fun filled weekend for all so bring all your friends and family to this great event. The event is sponsored locally by Bud Light, Smith Distributing, the Lakeshore Guardian, the Harbor Beach Chamber of Commerce, Kawasaki, L.K. Creations, Harbor Beach Audio, Brennans, DTE Energy, Cellular One, Thumb Cellular, Sensient, Wade Trim, American.

- [view](#) - The 2003 Harbor Beach Maritime Festival Competition Guide
- [view](#) - The 2003 Can Am Cup Race Recap
- [view](#) - The 2003 Can Am Cup Video by Jamie Deer. (8.8 mg)
- [view](#) - The 2003 Can Am Cup Pictures

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For more information on the 2004 US Grand National Watercross Championships contact Jacque Bryant at (317) 846-0789, Fax (317) 846-0789, [mwctour@iquest.net](mailto:mwctour@iquest.net)