



WELCOME TO THE ALL-NEW MRAA DIAMOND AMBASSADOR MEMBERSHIP

The Marine Retailers Association of the Americas exists to fuel the success of marine retailers by providing them with tools, resources and educational programs and by representing them with a powerful voice. A focus on dealership development efforts transformed the MRAA into a much more effective organization. Now, MRAA's new Diamond Ambassador Membership will fuel and strengthen the voice of boat dealers wherever boating is discussed.

MRAA DIAMOND AMBASSADOR MEMBERSHIP

Faced with ongoing restrictive regulations, harmful policies, access and conservation issues and more, your business deserves an organization that will pull together the voice of thousands of like-minded businesses and proactively advocate for policies that enable a strong selling environment. MRAA's Diamond Ambassador Membership puts you in the driver's seat of these conversations, fueling MRAA's growing efforts to represent and advocate for your needs in federal, state and local advocacy efforts. MRAA will blend a professional, polished approach to meeting with decision makers, along with a grassroots, boots-on-the-ground approach to dealer advocacy to champion the business of marine retail. MRAA Diamond Ambassador Members like you make this approach possible.

MRAA DIAMOND AMBASSADOR MEMBERS RECEIVE:

- » All benefits of MRAA Membership;
- » Full access to MRAATraining.com online curriculum for all store locations, employees;
- » Recognition among membership as Diamond Ambassador Members;
- » Opportunity to sit on MRAA Advocacy Council, steering MRAA legislative and regulatory agenda;
- » Invitation for leadership to participate in MRAA Strategic Planning Meetings.

MRAA DIAMOND AMBASSADOR MEMBERS COMMIT TO:

- » Participation on MRAA Advocacy Council* (quarterly virtual meetings; in-person TBD);
- » Participation at in-person advocacy events;
- » Appointing store managers as points of contact for MRAA's Diamond Ambassador Program;
- » Promotion of MRAA's advocacy efforts throughout your organization.

*MRAA Advocacy Council, in collaboration with the MRAA Board and Staff, also selects three members of the Council to represent MRAA on the BoatPAC Board of Directors.

MRAA DIAMOND AMBASSADOR FUNDING ALLOCATED TO:

- » MRAA Advocacy Leadership Staffing and Operations
- » MRAA Advocacy Lobbying Efforts
- » MRAA Advocacy Communications Efforts

MRAA DIAMOND MEMBER INVESTMENT:

- » Annual MRAA Dues of \$1,000 per retail rooftop

