



# WELCOME TO THE ALL-NEW MRAA DIAMOND AMBASSADOR PROGRAM

*The Marine Retailers Association of the Americas exists to fuel the success of boat dealers and other 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 Program will fuel and strengthen the voice of boat dealers wherever boating is discussed.*

## MRAA DIAMOND AMBASSADOR PROGRAM

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 Program 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 Ambassadors like you make this approach possible.

### MRAA DIAMOND AMBASSADORS RECEIVE:

- » Recognition among membership as Diamond Ambassadors;
- » Opportunity to sit on MRAA Advocacy Council, steering MRAA legislative and regulatory agenda;
- » Invitation for leadership to participate in MRAA Strategic Planning Meetings

\* You must be an MRAA Bronze, Silver or Gold Member in order to step up to the Diamond Ambassador Program endorsement.

### MRAA DIAMOND AMBASSADORS 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 PROGRAM INVESTMENT:

An investment in the Diamond Ambassador Program enhances your existing MRAA Retail Membership and recognizes your location with the distinction of "Diamond Ambassador". Your annual investment of \$1,000 per retail rooftop provides funding that supports:

- » Advocacy Leadership staffing and operations
- » Advocacy Lobbying efforts
- » Advocacy Communications efforts
- » Advocacy Travel



# MRAA DEALER AMBASSADOR PROGRAM

Many boat dealers struggle with the complexity and uncertainty of running their business when times are good. When complex and challenging regulatory framework pops up, it makes it even more challenging to operate. The Marine Retailers Association of the Americas provides you with an ally, who advocates for policies that will help preserve a strong selling environment and fight policies that would complicate or restrict dealership operations.

The MRAA Dealer Ambassador Program was created to unite and utilize a strength-in-numbers approach to amplifying the dealer voice. Through a collaborative effort, the MRAA Dealer Ambassador Program engages constituents on state and local issues that threaten the business of recreational boating. MRAA Dealer Ambassadors serve as a grass-roots, frontline team of representatives who will provide immediate, direct comment and action to help MRAA influence advocacy priorities.

In partnership with the MRAA Advocacy Team and Staff support, Dealer Ambassadors embrace the following commitments:

## MRAA DEALER AMBASSADOR COMMITMENTS:

- 1. Responsiveness:** Provide timely feedback to MRAA Advocacy Team requests and advocacy matters.
- 2. Communications:** Communicate consistently with the MRAA Advocacy Team and as needed with decision makers at the federal, state and local levels.
- 3. Representation:** Represent the MRAA and recreational boating industry's legislative priorities to elected officials, regulatory officials, and MRAA membership at events.
- 4. Confidentiality:** Maintain confidentiality on all MRAA Advocacy Team and Dealer Ambassador communications, as applicable.
- 5. BoatPAC:** Remain involved in promoting and attending BoatPAC initiatives and events in your region.
- 6. Membership:** Maintain your MRAA membership through your Ambassadorship. Consider stepping up your involvement and support to MRAA's Diamond Ambassador Membership. (see opposite page)

All MRAA members are invited to participate in the Dealer Ambassador Program, which has been designed to help MRAA ensure that dealer voices are present in all conversations about boating at the local and state level. As MRAA engages in legislative or regulatory issues across North America, MRAA's advocacy team reaches out to and empowers Dealer Ambassadors to engage with decisionmakers and represent the marine dealer voice. Get engaged and sign up as a Dealer Ambassador today. If you are already a Dealer Ambassador, we encourage you to step up to MRAA's Diamond Ambassador Program to take your volunteer efforts to the highest level by financially supporting MRAA's advocacy efforts. Learn more on the opposite side of this document and contact Chad Tokowicz for more information: [Chad@MRAA.com](mailto:Chad@MRAA.com) or 763-333-2416.

