



WELCOME TO THE ALL-NEW MRAA DIAMOND AMBASSADOR MEMBERSHIP

The Marine Retailers Association of the Americas exists to fuel the success of marine retailers. With a focus on dealership development, the MRAA provides tools, resources and educational programs and represents marine retailers with a powerful voice. 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 at the federal, state and local level. MRAA blends a professional, polished strategy to meeting with decision makers, along with 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:

- » Recognition among membership as Diamond Ambassador members;
 - » Opportunity to provide input to MRAA Government Relations Team, 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.

DIAMOND AMBASSADOR MEMBERSHIP FAQs:

- » **Why invest in Diamond Ambassador Membership beyond MRAA membership?**
 - » Diamond Ambassador Members enhance their involvement by funding our Advocacy Team, enabling us to tackle big industry issues, represent you at critical events, and protect your business interests.
- » **How does Diamond Ambassador Membership differ from supporting BoatPAC?**
 - » Diamond Ambassador Membership directly fuels MRAA's Government Relations efforts, while BoatPAC, supported by MRAA, AMI, and NMMA, financially backs our political allies on Capitol Hill.

MRAA DIAMOND AMBASSADOR MEMBERSHIP INVESTMENT:

An investment in the Diamond Ambassador Membership enhances your existing MRAA Retail Membership and recognizes your location with the distinction of "Diamond Ambassador Member." Your annual investment of \$1,000 per retail rooftop provides critical funding to ensure the MRAA is looking out for your business, including:

- » Advocacy Leadership staffing and operations
- » Advocacy Lobbying efforts
- » Advocacy Communications efforts
- » Ensure Dealer Voice is Present at Industry Events

