



Marine Retailers Association of America

7he Marine Retailers Association has been on course since 1972 navigating through new and uncharted territory to preserve, protect and promote the recreational boating industry on a national level. MRAA has been the central source of information for boat dealers, yacht brokers, marinas, manufacturers, vendors and suppliers, and others.



MRAA-AMA (2/01)



Associate Membership

Advantages



Advantages of *MRAA*

Our *Vision* of the *Future*

Membership:

Take advantage of:
 Discounts on Database Purchases
 Discounts on Ads in "Bearings," MRAA's monthly newsletter
 Sponsorship Opportunities at Dealer Conventions
 Networking Opportunities – Directly with the Dealers

Advertising Opportunities
 Show your product or service to every buyer and key decision maker in the Marine Industry in our monthly newsletter and special event mailings. It's easy, inexpensive, and a very effective way to build sales at the marine dealerships' level.

Database
 For pennies a lead, you can find out how easy it is to unlock the potential sales and profits when you have complete and accurate database information.

Patron Benefits:
 Following is one way to show your support of your customers' national association by contributing with patron status membership.

Patron Options
 Patron \$1,200 Annually
 Silver Patron \$2,500 Annually
 Gold Patron \$5,000 Annually

As a patron member, you may receive some or all of the following benefits:
 Full Page Advertorial in the Newsletter
 1/2 Page Advertorial in the Newsletter
 1/2 Page Ad in the Newsletter
 Full Access to the Mailing Lists of 14,000+ Retailers nationwide
 Press Releases periodically to Media & Membership Recognition in the Quarterly Newsletter Patron List

Average Member Profile
 Our surveys show:
 Average member has been in business for 25 years
 Average dealer participates in three boat shows annually
 An increase of sales is projected by 16%

Number of Years in Business

Over 30 Years	20%
11 – 30 Years	50%
5 – 10 Years	19.3%
3 – 4 Years	5.5%
Under 3 Years	5.2%

Locations

On Water	37.0%
Off Water	44.7%
Both	13.6%

Products Sold

Marine Only	49.8%
Fishing Tackle	18.5%
Sporting Goods	10.8%
Clothing	28.5%
Recreational Vehicles	4.3%
Other	19.8%



Associate Membership Application
Vendors & Suppliers to Marine Retailers

Date _____

Name _____ Company _____
 Address _____ City _____ State _____ Zip _____
 Phone _____ Fax _____
 E-mail _____ WWW _____

MasterCard Visa American Express Check Enclosed

Volume of Sales	Dues
Up to \$999,999	\$ 300
\$1,000,000 to \$1,999,999	\$ 400
\$2,000,000 to \$4,999,999	\$ 550
\$5,000,000 and up	\$1,200
Silver Patron	\$2,500
Initiation Fee (one time only)	\$25.00
Total Due	\$ _____

Name on Credit Card: _____

Credit Card #: _____ Expiration: _____

Business Type: _____

Signature: _____

Complete this form, mail to:

MRAA
 PO Box 1127
 Oak Park, IL 60304
 Phone: 708.763.9210
 Fax: 708.763.9236