

2019 MRAA Partner Membership Options

Opportunity	Strategic Partner	Education Champion	Platinum Partner	Standard Partner
MRAA Membership	Highest level	Second highest level	Third highest level	Entry Level
Participation in MRAA Strategic Dialog	Yes	-	-	-
Standing invitations to MRAA Networking Events	Yes	-	-	-
Dealer Week Opportunities				
Dealer Week Booth	20x20	10x10*	\$500 discount*	\$100 discount*
<i>*Discount available starting at 10x10 size. Graduated discounts available for Members on larger booths. Contact for more info.</i>				
Dealer Week Sponsorship	Featured event	Group sponsorship	-	-
Dealer Week Dock Space Priority Selection**	1st choice	Tier 2	-	-
Dealer Week Booth Location Priority Selection	1st choice	Tier 2	Tier 3	Tier 4
Dealer Week Complimentary Registrations	6	3	2	1
Dealer Week Additional Registrations for purchase at Member rate	Yes	Yes	Yes	Yes
Dealer Week Meeting Room Access	1st choice	Tier 2	-	-
Dealer Week MRAA Solutions Center Promotion	Yes	Yes	-	-
Dealer Week Custom Signage for booth	Large	Standard	-	-
Dealer Week Solutions Stage Session	Free	\$250 discount	\$100 discount	\$50 discount
Dealer Week Marketing & Promotions				
Dealer Week Strategic Partner Thank You ad in Float Plan show directory	Yes	-	-	-
Dealer Week Education Champion Thank You ad in Float Plan show directory	-	Yes	-	-
Company Advertisement for purchase in onsite Float Plan show directory	Free Full Page	\$750 discount	\$250 discount	\$125 discount
Company logo included on Dealer Week print materials, before, during and after event	Yes	-	-	-
Onstage recognition during Dealer Week event	Yes	-	-	-
Recognition in Dealer Week Education room	-	Yes	-	-
Rotating 728x90 leaderboard ads in Dealer Week E-newsletters	Yes	-	-	-
Company logo on DealerWeek.com website	Yes	-	-	-
Company exposure included in Dealer Week webinar during promotional campaign	Yes	Yes	-	-
Company logo included in Dealer Week trade magazine advertisements	Yes	-	-	-
Complimentary Dealer Week Passes to gift/invite new dealer attendees	10	5	-	-
MRAA Marketing & Promotions				
Complimentary 728x90 leaderboard ads in MRAA Toolbox E-newsletter	Rotating	Rotating	Rotating	-
Logo inclusion in Strategic Alliance Member promotion in MRAA Toolbox E-newsletter	Every newsletter	-	-	-
Logo inclusion in all MRAA-specific advertisements in trade magazines	Yes	-	-	-
Annual press release announcing partnership	Yes	Yes	Yes	Yes
<i>Partner Member Press Releases are sent to the MRAA Membership file, trade media outlets and posted on MRAA.com</i>				
Custom Landing Page with Company Bio on MRAA.com	Yes	-	-	-
One custom E-blast to MRAA membership	Yes	-	-	-
Logo exposure in Thank You slideshow image at MRAA.com	Yes	Yes	-	-
Use of MRAA Membership logo in your marketing materials	Yes	Yes	Yes	Yes
Company name announced in Toolbox E-newsletter as a new/renewing member	Yes	Yes	Yes	Yes
Company name listing with URL link and profile featured on MRAA.com Member Pages	Yes	Yes	Yes	-
Company name listing with URL link on MRAA.com Partner Page	-	-	-	Yes

Platinum Partner spotlight in Toolbox newsletter	-	-	Yes	-
MRAA Industry Directory				
Listing in MRAA Industry Directory page	Premium	Premium	Basic	Basic
Discount on enhanced profile in MRAA Industry Directory page	Included	Included	Yes	Yes
MRAA Partner Logo recognizing your membership in Directory	Yes	Yes	Yes	Yes
Access to MRAA Member Benefits				
MRAA Health Care Access	Yes	Yes	Yes	Yes
Discounted Freight & Shipping	Yes	Yes	Yes	Yes
Additional Member benefits in MRAA Rewards Resource Center	Yes	Yes	Yes	Yes
MRAA Communications				
MRAA Toolbox E-Newsletter Subscription	Yes	Yes	Yes	Yes

***There's also a 20x20 option for Education Champions that includes a 4th registration**

****Must have booth space inside Dealer Week expo hall**

DONATIONS: If the Standard Partner Membership is out of your reach, consider making a recommended donation to MRAA of \$500. We will recognize your support of the association and we will pass through 100% of your donation to the MRAA Educational Foundation to support industry scholarships, the Darlene Briggs Marine Woman of the Year Award and other great programs.

Contact Allison Gruhn, Director of Business Development for more information allison@mraa.com or 763-333-2419