



SEA RAY OWNERS CLUB
PLAY BOOK



WELCOME!

We're pleased to welcome you to your new role in the Sea Ray Owners Club. You have been nominated as an Ambassador because of your connection to the brand, your dealer and your local community of Sea Ray owners. No doubt the satisfaction you've enjoyed and shared on your Sea Ray is something you'd like to share with others.

As an Ambassador, you are entrusted with special responsibility to serve as a leader for the Sea Ray boaters in your area. You'll work hand-in-hand with your Sea Ray dealer to host gatherings that celebrate all aspects of Sea Ray life.

Rest assured, we at Sea Ray have your back. We've pulled together a variety of resources to help make your Ambassadorship easy—and, most importantly, fun! The following playbook contains information on resources, roles and where to go with questions.

Again, thank you for playing a key part in the Sea Ray Owners Club. We are happy to have you onboard!

CELEBRATE. CONNECT. EMPOWER.

The mission of the Sea Ray Owners Club is threefold: to Celebrate the incredible boating lifestyle a Sea Ray unlocks; to Connect owners through all available channels; and to Empower owners to get the very most out of boating.



SEA RAY

The Owners Club reflects the fundamental aspects of the Sea Ray brand: luxurious living, premium quality and unforgettable moments.

DEALERS

Gain new customers and take advantage of countless opportunities to form deeper bonds with existing customers through the Sea Ray Owners Club.

AMBASSADORS

As a loyal Sea Ray supporter, you'll play an integral role in the Sea Ray Owners Club experience. Host an event they'll never forget, and you'll leave them unable to forget you, either.

OWNERS

At the heart of the Sea Ray community, owners reap countless benefits from the club—exclusive events, a connected, social community, premier benefits and more.





YOUR RESOURCES

SEA RAY OWNERS






SIGNATURE EVENTS

Great events are a key to connecting a community of Sea Ray boaters together and ensure they enjoy the affirmation of being with other people who enjoy the same things they do.


To support Dealers and Sea Ray Owners Club Ambassadors as they host these events, Sea Ray has created a series of event templates with all of the materials needed to promote the events and proven formulas for their success. They are broken into themes that can stand alone or be retrofit onto existing plans. The idea is to ensure that members have a great time, while making the planning and hosting easier for Ambassadors and Dealers.

Each event template includes several posters and signs for use on location, and a header image to accompany any emails about the event.

Refer to the Appendix (page 18) for a complete list of event themes.



2017
2016
2015
Branded Assets
Magazines & Catalogs
Videos
Promotions
Owners Club
Extras




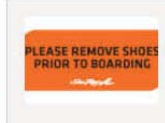




[Request Sea Ray Owners Club Access](#)
[Nominate an Ambassador](#)
[Request Event Support](#)
[Owners Club Assets](#)


[Order Materials](#)

Don't forget to bookmark this page, and return often for just the right marketing materials to help close sales!

FEATURED ASSETS & LATEST ADDITIONS












[PRESS ROOM](#)
Get the latest assets!
["PLEASE DO NOT SIT"](#)
["NO FOOD/DRINK"](#)
["PLEASE REMOVE"](#)
["PLEASE REMOVE"](#)
[SPX SPLASH SIGN \(11"](#)



2017
2016
2015
Branded Assets
Magazines & Catalogs
Videos
Promotions
Owners Club
Extras
[Order Materials](#)

SEA RAY OWNERS CLUB ASSETS



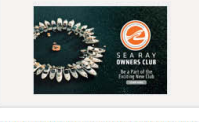






[OWNERS CLUB VIDEO \(1080P\)](#)
<http://bit.ly/1m5q5Nl>
[f](#) [t](#) [e](#)

[OWNERS CLUB VIDEO](#)
<http://bit.ly/1PpuNkt>
[f](#) [t](#) [e](#)

[SEA RAY OWNERS CLUB PLAYBOOK](#)
<http://bit.ly/1OPK9SI>
[f](#) [t](#) [e](#)

[SEA RAY OWNERS CLUB HANDOUT](#)
<http://bit.ly/1QFtyfI>
[f](#) [t](#) [e](#)










[SEA RAY OWNERS CLUB PRINT AD](#)
<http://bit.ly/1mLTgde>
[f](#) [t](#) [e](#)

[SEA RAY OWNERS CLUB BANNER \(33.5" X 72"\)](#)
<http://bit.ly/1OgHwID>
[f](#) [t](#) [e](#)

[SEA RAY OWNERS CLUB BANNER ADS + SOCIAL MEDIA ART](#)
<http://bit.ly/1MXKvxc>
[f](#) [t](#) [e](#)

[SEA RAY OWNERS CLUB 3-SIDED TABLE TENT #3](#)
<http://bit.ly/1PTyob2>
[f](#) [t](#) [e](#)

DIGITAL ASSET LIBRARY

For Sea Ray Dealers, and for Ambassadors in need of general Sea Ray Owners Club promotional materials, marketing.searay.com is a valuable resource. This site is Sea Ray's digital asset library, and it contains print-ready versions of Owners Club posters, banners, postcards, booklets and more.

Most of the materials on marketing.searay.com are available for download. If you don't see what you're looking for, enter your keyword in the Search field.

Contact ownersclub@searay.com with any questions or comments regarding the site.

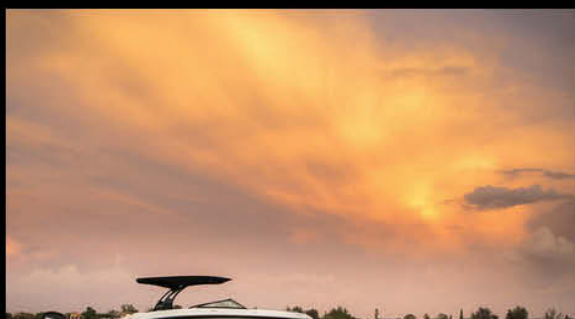
<http://marketing.searay.com/>

TO DOWNLOAD ITEMS

1. Go to marketing.searay.com
2. Click the Owners Club tab
3. Click "Owners Club Assets"
4. Click on the specific item
5. If your item does not begin to download automatically, click on the printer icon and select "Save as PDF" from your Print/Destination menu

search for photos...

SEARCH



PRODUCT PHOTOGRAPHY

Sea Ray has set the standard for luxury, engineering and innovation in power boats. Never commonplace, always aspirational, our imagery strives to match the elegance and luxury of what it means to launch into living.

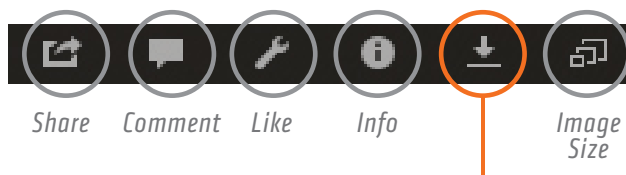
To access Sea Ray's enormous gallery of product and event photography, please visit galleries.searay.com and navigate to the appropriate model or Sea Ray event. You may not need these images often, but we hope you'll find them a wonderful resource when the opportunity to use them arises.

<http://galleries.searay.com/>

HOW TO DOWNLOAD IMAGES

1. Log into galleries.searay.com
2. Click the year you would like to view
3. Click the category I you would like browse
4. Click on the specific model
5. Click on the specific image

Once you have the specific image selected you will have a few choices.



*Download image selection
to your haddrive*



SEA RAY COLLECTION

Display your Sea Ray Owners Club pride with men's and women's apparel, as well as other accessories and products, from the Sea Ray Collection.

Choose from an assortment of hats, t-shirts, sweatshirts, key chains and more. These items also make great raffle prizes and gifts for special events. Contact ownersclub@searay.com to inquire about special Ambassador discounts.

<http://www.searaycollection.com/>



THE ONLINE COMMUNITY

The Sea Ray Owners Club Online Community is the digital hub for all aspects of the Sea Ray life. Here, owners can stay informed of local and national events; post photos and exchange information about boats, boating and destinations; access owners manuals, warranties and parts info; discover and activate exclusive member benefits and special offers; read up on the latest Sea Ray news; and much more.

It's a place where sharing is encouraged, through ongoing conversations in Groups and Q&A forums. It's also a fantastic 24/7 resource, offering a virtual library of information and answers.


To get started, owners should log in using their Hull Identification Number (HIN), and begin by creating a customized profile.

From there, the opportunities to engage are unlimited.

<http://ownersclub.searay.com/>


AMBASSADOR REGISTRATION

Register at ownersclub.searay.com

[Visit searay.com](http://searay.com)

Welcome to the Sea Ray Owners Club Community

A place to get access to exceptional technical resources, world-class events, exclusive member benefits, and a community of like-minded Sea Ray owners.



EXISTING MEMBER?
Please log in below.

Email address:

Password:

☐ Remember Me


[Forgot password?](#)

NEW TO SEA RAY OWNERS CLUB COMMUNITY?
Please register to get access to the all-new Sea Ray Owners Community.

Hull ID Number: WHERE DO I FIND IT?

Ex: 500P0000A000


☐ I'm not a robot


reCAPTCHA
Privacy Terms

[Searay.com](http://searay.com) | [Terms & Conditions](#) | [Privacy Statement](#) | [Community Help & Feedback](#) | [Submit An Idea](#)

DEALER REGISTRATION

Register at marketing.searay.com

 **SEA RAY
OWNERS CLUB**

Please complete the form below to request access to the Sea Ray Owners Club Online Community. Once access has been granted, you will receive an email containing a link to activate your account - you must click the link in the email to complete the activation process and set your password. Once you have logged in, be sure to update your profile, familiarize yourself with what is available to you and to your customers.

First Name

Last Name

Email

Title

Dealership Number

This will help expedite your request. Your dealer number should look like this: 12345.123

Dealership Name

Dealership Street

Dealership City

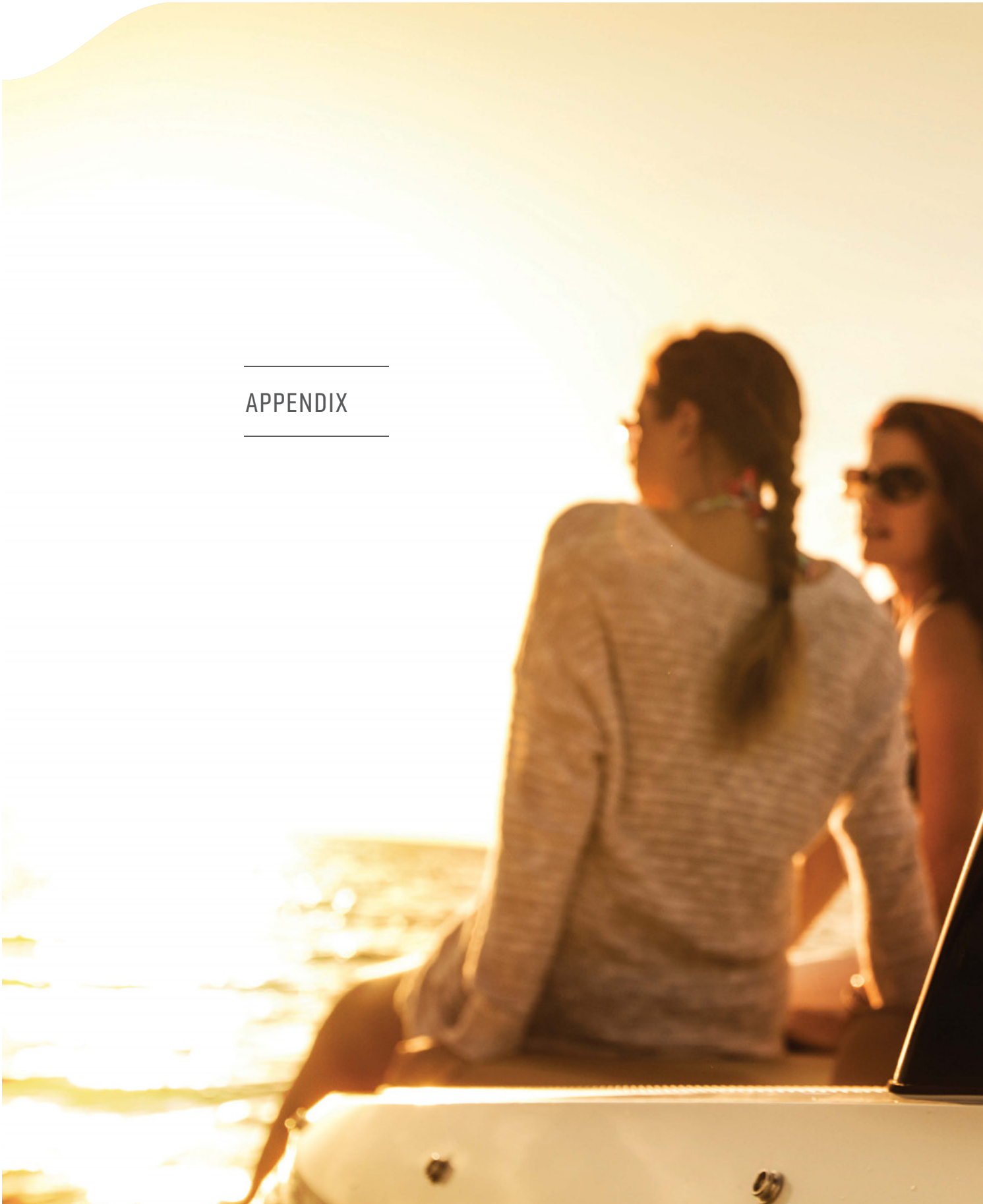
Dealership State

Dealership Zip/Postal Code

Dealership Country

Questions or Comments

APPENDIX







1 RAFT UP

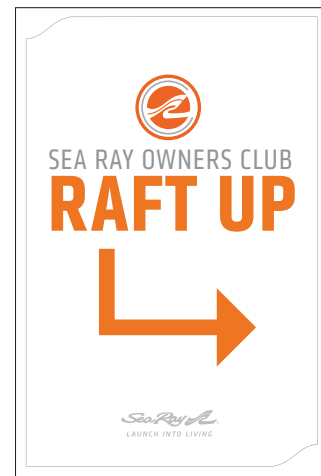
Get to know your Sea Ray “neighbors” by opening up your home on the water! Owners are invited to raft up together at a floating dock or other convenient meeting spot, where lively music, finger food and gracious hospitality are the orders of the day.



18" x 22" Raft Up Poster



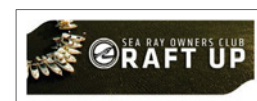
8.5" x 11" Raft Up Handout



24" x 36" Raft Up A Frame



8' x 4' Raft Up Outside Banner



Raft Up EmailHeader



Visit www.searaycollection.com to order Sea Ray Owners Club apparel.

Visit marketing.searay.com/tag/sea-ray-owners-club to download POP materials for printing and use.



2 DOCKTAIL PARTY

Gather at your Sea Ray dealership's marina or similarly central locale for an intimate happy hour on the water. Sharing cocktails and hors d'oeuvres while watching the sunset over the water is always a pleasurable way to spend an evening.



18" x 22" Docktail Party Poster



8.5" x 11" Docktail Party Handout



24" x 36" Docktail Party A Frame



8' x 4' Docktail Party Outside Banner



Docktail Party Email Header



Visit www.searaycollection.com to order Sea Ray Owners Club apparel.

Visit marketing.searay.com/tag/sea-ray-owners-club to download POP materials for printing and use.



3

CHRISTENING EVENT

Welcome your club's newest member through a communal christening. Fellow owners gather and get to know each other before and after the main event: a special champagne ceremony on the new Sea Ray for all to enjoy.



18" x 22" Christening Poster



8.5" x 11" Christening Handout



24" x 36" Christening A Frame



8' x 4' Christening Outside Banner



Christening Email Header



Visit www.searaycollection.com to order Sea Ray Owners Club apparel.

Visit marketing.searay.com/tag/sea-ray-owners-club to download POP materials for printing and use.



4 BOATS & BBQ

What better way to celebrate a warm summer afternoon than by firing up the grill? Owners gather at the dealership or a favorite marina for burgers, ribs, brats and more. Challenge attendees to show off a secret recipe or to choose a winning sauce



18" x 22" Boats & BBQ Poster



8.5" x 11" Boats & BBQ Handout



24" x 36" Boats & BBQ A Frame



8' x 4' Boats & BBQ Outside Banner



Boats & BBQ Email Header



Visit www.searaycollection.com to order Sea Ray Owners Club apparel.

Visit marketing.searay.com/tag/sea-ray-owners-club to download POP materials for printing and use.



5 SUNDAY BRUNCH

Rise & shine in true Sea Ray style: with a delicious brunch shared among friends. Choose an on-water location and a menu that includes seafood for full effect. Extend the fun by following brunch with a Sea Ray convoy on the water.



18" x 22" Sunday Brunch Poster



8.5" x 11" Sunday Brunch Handout



24" x 36" Sunday Brunch A Frame



8' x 4' Sunday Brunch Outside Banner



Sunday Brunch Email Header



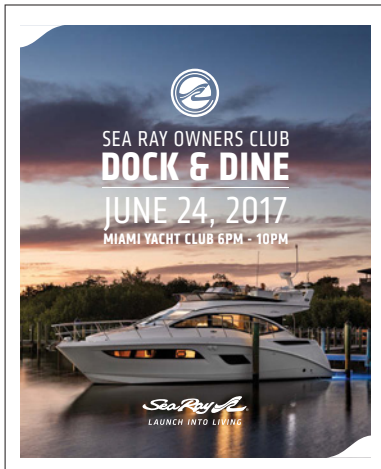
Visit www.searaycollection.com to order Sea Ray Owners Club apparel.

Visit marketing.searay.com/tag/sea-ray-owners-club to download POP materials for printing and use.



6 DOCK & DINE

Sea Ray owners are invited to meet at a favorite waterfront restaurant, where they can dock their boats and proceed inside for an evening of fine hospitality and delicious dining with fellow boating aficionados.



18" x 22" Dock and Dine Poster



8.5" x 11" Dock and Dine Handout



24" x 36" Dock and Dine A Frame



8' x 4' Dock and Dine Outside Banner



Dock and Dine Email Header



Visit www.searaycollection.com to order Sea Ray Owners Club apparel.

Visit marketing.searay.com/tag/sea-ray-owners-club to download POP materials for printing and use.





BOAT SHOW MEETUP

Explore the local Boat Show as a group, and turn a major regional event into a more social occasion. Sea Ray owners are invited to meet at the dealership or other convenient location and tour the show together, ending at the Sea Ray display to check out the latest models.



18" x 22" Boat Show Meetup Poster



8.5" x 11" Boat Show Meetup Handout



24" x 36" Boat Show Meetup A Frame



8' x 4' Boat Show Meetup Outside Banner



Boat Show Meetup Email Header



Visit www.searaycollection.com to order Sea Ray Owners Club apparel.

Visit marketing.searay.com/tag/sea-ray-owners-club to download POP materials for printing and use.

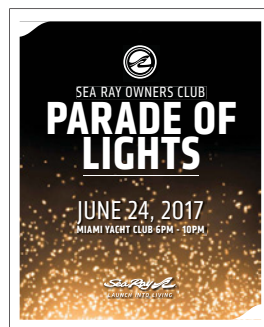


8 PARADE OF LIGHTS

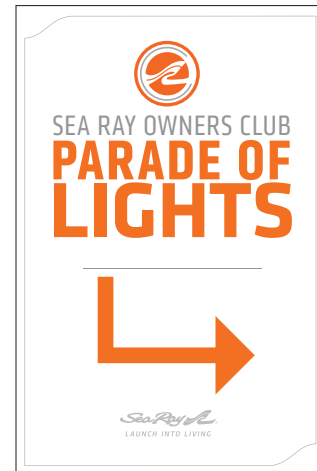
A group of Sea Ray boats, all decked out in holiday lights, makes for an unforgettable sight. Everyone is encouraged to show off their decorating talents, and costumes, music and lights are welcome! Meet at the dealership before embarking on a festive caravan.



18" x 22" Parade of Lights Poster



8.5" x 11" Parade of Lights Handout



24" x 36" Parade of Lights A Frame



8' x 4' Parade of Lights Outside Banner



Parade of Lights Email Header



Visit www.searaycollection.com to order Sea Ray Owners Club apparel.

Visit marketing.searay.com/tag/sea-ray-owners-club to download POP materials for printing and use.



9

SPECIAL PREVIEW EVENT

A great perk of Owners Club membership is getting to experience the newest Sea Ray models before anyone else. This gathering features exclusive access to exciting new models, with a presentation by the dealer to explain every breakthrough feature.



18" x 22" Special Preview Poster



8.5" x 11" Special Preview Handout



24" x 36" Special Preview A Frame



8' x 4' Special Preview Outside Banner



Special Preview Event
Email Header



Visit www.searaycollection.com to order Sea Ray Owners Club apparel.

Visit marketing.searay.com/tag/sea-ray-owners-club to download POP materials for printing and use.



10 REUNION

Fellow boaters form deep bonds that last even if busy schedules or long distances keep them apart. Bring everyone from the club back together for a special reunion on the water, where cocktails, food, laughter and cherished memories abound.



18" x 22" Special Preview Poster



8.5" x 11" Special Preview Handout



24" x 36" Special Preview A Frame



8' x 4' Special Preview Outside Banner



Special Preview Event
Email Header



Visit www.searaycollection.com to order Sea Ray Owners Club apparel.

Visit marketing.searay.com/tag/sea-ray-owners-club to download POP materials for printing and use.

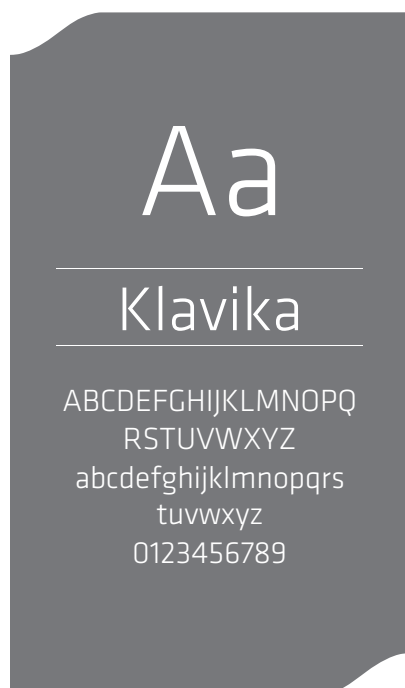
STYLE GUIDE

Sea Ray has established a set of style guidelines in order to communicate our unique brand identity and maintain consistency across all channels of communication.

Most materials you will need to publicize and decorate for an event can be found on srocmerchandise.com. However, if you need to create additional materials or communications, we encourage you to employ the fonts, colors and logos described on this page.

As always, if you have questions or concerns, please don't hesitate to contact us at ownersclub@searay.com.

FONT



Klavika is a full-featured, do-it-all sans serif font that feels both engineered and approachable at the same time. Sea Ray uses Klavika across most marketing materials, including this manual.

You can download this font at:

<https://processtypefoundry.com/fonts/klavika/>

Arial is a compatible sans serif font for Klavika with many of the same characteristics. Use Arial if Klavika is not available.

LOGO USES



COLOR PALETTE

○ **WHITE**
 CO MO YO KO
 R255 G255 B255

● **SILVER / GRAY**
 PMS C 877 OR
 PMS U 877 OR
 PMS C COOL GRAY 7
 PMS U COOL GRAY 6
 C22 M15 Y11 K32
 R154 G155 B156

● **ORANGE**
 PMS C Orange 158U
 PMS U Orange 158UC0
 M70 Y100 K0
 R255 G88 B0

As 4-color photography is our primary way to express the Sea Ray brand, imagery is truly our primary color palette.

Two neutrals — silver and white — complement the vibrancy of our photography and add sophistication and elegance. Sea Ray Orange—when appropriately applied—brings a shot of energy that breathes new life in to our palette. Orange should be used with restraint, making sure it doesn't overwhelm any application and become gaudy.

Note that when silver cannot be used, substitute gray as specified in the chart to the left.



SEA RAY BOATS, 800 S. GAY STREET, SUITE 1200, KNOXVILLE, TN 37929

Note: All contents herein are the property of Brunswick Corporation and Sea Ray Boats, Inc. Duplication or distribution is prohibited without prior written approval.
2017 © Sea Ray Boats