

NEWS RELEASE: FOR IMMEDIATE RELEASE

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Marine Marketers of America and Marine Retailers Association of the Americas Announce Collaborative Alliance

Marine Marketing & Dealer Engagement to Accelerate at Dealer Week 2025

TAMPA, FL —The Marine Marketers of America (MMA) and the Marine Retailers Association of the Americas (MRAA) are teaming up through a new collaborative alliance. This cooperation leverages MMA’s unique role as the exclusive industry association for marine marketers — providing peer-to-peer networking, professional development, and recognition through the Neptune Awards — to strengthen MRAA’s mission to help marine dealers grow, succeed, and adapt in a rapidly evolving marketplace. Meanwhile, MRAA brings deep dealer relationships, advocacy and market insight, as well as robust educational infrastructure and resources to this cooperative agreement.

The marketing collaboration officially launches at Dealer Week 2025, the marine industry’s premier education and networking event, Dec. 7–10 at the Tampa Convention Center in Tampa, Florida.

As part of the agreement, **MMA will host the “Marketing Connection Corner”** at Dealer Week, offering a forum where members, experts, and dealers can exchange actionable marketing insights, trends, and make new connections. MMA will also launch a new **“Dealer Marketing” Neptune Award category**, exclusive to dealers, that will recognize outstanding marketing practices. The winner will be honored at the 2026 Discover Boating Miami International Boat Show (DBMIBS).

“This strategic agreement brings together two organizations with a shared vision,” said Alisdair Martin, President of Marine Marketers of America. “By pooling our strengths — MMA’s marketing expertise and MRAA’s dealer relationships and educational platform — this alliance will enable both organizations to deepen member value, broaden reach, and support a more digitally savvy, growth-oriented retail network for boating.”

“This marketing initiative and alignment with the MMA benefits marine retailers in an era where engaging customers and future boaters is vitally important for the future of their business and the recreational boating industry as a whole,” said Matt Gruhn, President at MRAA. “Creating a unified approach with the MMA not only allows us to deliver more marketing resources to our members, but also highlight those dealerships at the forefront of marketing.”

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About Marine Marketers of America

The Marine Marketers of America (MMA) is dedicated to raising the bar for marketing excellence in the recreational marine industry. Our mission is to build community, champion excellence and drive continuous professional development of our members. [Join MMA today.](#)

About the Marine Retailers Association of the Americas

At the Marine Retailers Association of the Americas, we believe that for the marine industry to thrive, the retail organizations that interact with the boaters in their community must thrive. With that in mind, MRAA works to create a strong and healthy boating industry by uniting those retailers, providing them with opportunities for improvement and growth, and representing them with a powerful voice. For more information, visit MRAA.com or contact us at 763-315-8043.