



ASSOCIATE MEMBERSHIP APPLICATION

Associate Membership – A Marketing Outreach Partnership

The Board Retailers Association serves first and foremost as a unified, preeminent voice for specialty retailers in the action sports industry landscape. We're focused on providing specialty retailers the educational tools necessary to remain successful and profitable in the boardsports industry. We currently represent over 600 retailers in the surf, skate, snow, wake, kite and wind marketplace with over 3,500 storefronts across the country.

Becoming an Associate Member not only pledges your support to this important organization, it gives you access to our membership. Action sports manufacturers, retail service providers and media outlets work with Board Retailers Association as a Marketing Partner. Working with our talented team of marketers well-versed in action sports, you'll communicate directly to this target market through print promotion, digital media and live events—all while supporting the BRA cause in the process.

Being an Associate Member Offers You:

TARGETED OUTREACH

Your brand message heard loud and clear by our members through targeted marketing efforts.

INSIDER INDUSTRY KNOWLEDGE

Invaluable information to help you break into the action sports retail market.

RECOGNITION BY A CAPTIVE AUDIENCE

The attention of loyal, core retailers who will take notice of your support.

	TARGET	ACCESS	CONNECT
Logo and web link on Industry Partners page	✓	✓	✓
Service Listing on website	✓	✓	✓
Newsletter Ad	✓	✓	✓
Trade Show Marketing	✓	✓	✓
Exclusive Industry Event Discounts	✓	✓	✓
Social Media Campaign <i>(additional cost)</i>	✓	✓	✓
Boardretailers.org Login		✓	✓
Targeted Emails		✓	✓
Member Webinar			✓
Banner Ads <i>(additional cost for Target and Access members)</i>			✓
	\$1000	\$2500	\$5000

The Association Dedicated to
UNITING AND PROTECTING
 Specialty Retailers and the Boardsports Lifestyle



ASSOCIATE MEMBERSHIP BENEFITS

Logo and Web Link

BRA's website offers over 2500 impressions a month. Show the specialty retailers who have supported your business from the start that you are returning the favor – support their organization on our highly visible and powerful Industry Partners page.

Service Listing

We'll promote your service in our Member Resources section with your copy, logo and contact info on Boardretailers.org. Have a special deal you want to offer BRA members? We'll also highlight in our most popular Member Discounts section.

Newsletter Ad

Twice a year we'll include your 250 x 250-size ad in online member Newsletter which is sent out to our robust database of 14,000 action sports specialty retailers.

Trade Show Marketing

Send us a printed piece you'd like to have available to retailers who we meet at trade shows. We'll be happy to include your piece in our booth space frequented by retailers.

Exclusive Industry Event Discounts

Discounted attendance cost for special events like Surf Summit, Skateboarding Summit and Trade Show networking events.

Banner Advertising on Boardretailers.org

All Associate members have the ability to purchase a Sponsor banner ad in monthly increments. CONNECT partners get an ad for a consecutive three-month run of their choosing, and may upgrade to a Premiere banner ad.*

Social Media Campaign

Upgrade your banner ads with support from a weekly social media campaign.* (Facebook/Twitter/LinkedIn)

Boardretailers.org Login

Direct access to Boardretailers.org with your own login to view member shop information and demographics including location on our BRA shop map.

Targeted Emails

We'll send out a branded, targeted email to our members on your behalf. You provide copy and graphics; we'll provide complete open and click-through statistics reporting.

Webinar

Opportunity to host your own dedicated webinar for BRA members once a year. We'll promote it with an email and on our event schedule; you'll capture the attention of our members for an entire hour.

*See Banner Advertising Rates

Primary Type of Business or Service Offered *(Check all that apply)*

SURF SKATE SNOW WAKE KITE WIND OTHER

First Name: _____ Last Name: _____

Title: _____

Business Phone: _____ Cell Phone: _____

Fax: _____ Email: _____

URL — http:// _____

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

County: _____ Country: _____

Federal Tax ID:

I would like to opt-out of the BRA Mailing and Distribution List. I prefer not to receive special discounts and promotional offers from the association or third-parties.

Name On Card: _____

Card Type: VISA MASTER CARD AMX OTHER

Card Number: _____ CVV Code: _____

Expiration Date: ____ / ____ Amount to be charged: \$ _____

Desired Username and Password

Username: Password:

Please return your membership application via fax to 910-509-3181, or sign up online at boardretailers.org. You can also mail this application and enclosed payment to:

Board Retailers Association
PO Box 1170
Wrightsville Beach, NC 28480

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