



# RETAIL MEMBERSHIP APPLICATION

## Retail Membership – Joining a Unified Voice of Independent Sports Retailers

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 uniting and providing specialty retailers with the educational tools necessary to remain successful and profitable in the board sport 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.

As a BRA member you'll receive discounts on the latest vendor services and products that as an individual shop you might not be privy to. Our members are provided with training and education, trade show access and invitations to exclusive industry events. We also provide you with industry retail and statistics—and the opportunity to participate in several action-sports specific research programs. BRA stands together as a voice in the industries we serve to ensure our members are a part of the innovation and evolution of the surf, skate, snow, wake and kite industries.

## BRA Members Enjoy:

### THE COMMUNITY

Network and fellowship of retailer members and the Board of Directors.

### VIP TREATMENT

Exclusive access and discounts for networking events, trade shows and educational programs.

### MANUFACTURER AWARENESS

Brands will know you're informed and want to have a conversation.

**Join the Voice! *Just \$99 / Year***

Access to our Private Label Program	✓
Banner Advertising on Boardretailers.org	✓
Member Communications	✓
Member Discounts	✓
Exclusive Industry Event Discounts	✓
Free and Discounted Online Retail Training	✓
Research Studies	✓
Social Media Sharing	✓
Trade Show Special Networking Events	✓

*All for only \$99*

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





## RETAIL MEMBERSHIP BENEFITS

Now more than ever, board sport retailers need to stand together. Aside from being recognized as a member of our progressive organization, here's what you will receive:

### Access to our Private Label Program

Action A has partnered with Board Retailers to offer a fleece and boardshort program, with more to come this year!

### Banner Advertising on Boardretailers.org

Member retailers are eligible to run banner ads to promote your shop, events and services at a monthly rate for half price\*.

### Member Communications

Monthly newsletter and exclusive partner emails detailing the latest issues, products and services affecting the industry and independent retailers.

### Member Discounts

Special offers and exclusive cost breaks on POS systems, credit card payment systems, care, POP and signage services, marketing and shipping resources, rental insurance, health insurance and more.

### Exclusive Industry Event Discounts

Significantly-reduced, Members-only rates for Surf Summit, Industry Boot Camp, The Skateboarding Summit and Trade Show networking events.

### Free and Discounted Online Retail Training

From employee and management education to specific brand clinics, BRA members have access to action sports-specific programs for management to the customer service representative on the floor.

### Research Studies

Gain insight and better forecast trends. Log in to our website for access to special research studies by partners Action Watch and Board-Trac, as well as some of our own BRA surveys.

### Social Media Sharing

Got something to say? An event to share? Tell us about it! We share your shop's news, events and promotions with our thousands of followers on our blog, Facebook, Twitter and LinkedIn.

### Trade Show Special Networking Events

Our trade show partners often recognize BRA member retailers with special luncheons, dinners and networking events, in addition to VIP retailer access at their shows.

\*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: \$ \_\_\_\_\_

You will be automatically billed a yearly subscription of \$99 on your renewal date.

To discontinue membership at any time you must email Board Retailers Association at [info@boardretailers.org](mailto:info@boardretailers.org).

### Desired Username and Password

Username:  Password:

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

Board Retailers Association  
PO Box 1170  
Wrightsville Beach, NC 28480

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