

BRUNSWICK™

Sea Ray®



Winter Q1 Promo



Winter is the perfect time to dream about warmer days and weekends spent on the water, which is why boat show season peaks in the coldest months of the year. Your local boat show or dealer event offers an ideal opportunity to get people excited about what's ahead while making their dreams more attainable with incredible, limited-time incentives on select Sea Ray models.

Download marketing tools and templates your dealership can access to promote the **Winter Deals locally.**

Find what you need under the '**Promotions**' tab.

<https://marketing.searay.com>

Dealer – Organic Social – Outboard

1080X1080



FB: 1200X630



TW: 1200X675



STORY: 1080X1920



Sample Post Copy Thought Starters

- Start 2025 on a high note! Get exclusive savings on select Sea Ray models at [EVENT], now through [DATE].
- Take the first step toward new memories on a new Sea Ray! Ask us how you can save big at [EVENT], now through [DATE].
- Can't make it to [EVENT] this week? Visit us at [DEALERSHIP] for info on exclusive offers on select Sea Ray models to start 2025 on a high note!
- Summer decisions are made in winter. Shop offers up to \$50K off, now through [DATE] at [EVENT].

Dealer – Organic Social – Sterndrive

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Dealer – Email – Outboard



Sample Email Content:

SL

Dreams of a new Sea Ray? Here's how to save.

Pre-header

Save big during [EVENT].Hurry, these deals won't last long!

Body copy

SAVE BIG ON A NEW SEA RAY

[FIRST NAME],

Now's the perfect time to plan long summer days on the water, and for a limited time, Sea Ray is offering exclusive incentives that make it easier than ever to step aboard the boat of your dreams.

Contact us today to explore amazing offers—up to \$50,000 off select models—and turn today's deals into tomorrow's memories.

Here's to the best summer yet!

[DEALERSHIP NAME]

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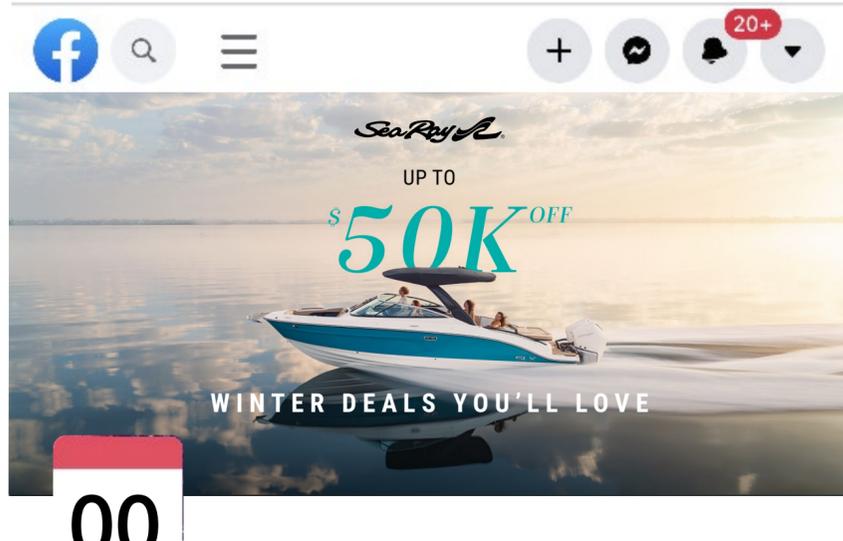
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[DEALERSHIP NAME]

Dealer – Other Digital OB

Facebook Event Header
1920x1080



WEDNESDAY, FEBRUARY XX, 2025 AT X:00 AM – X PM

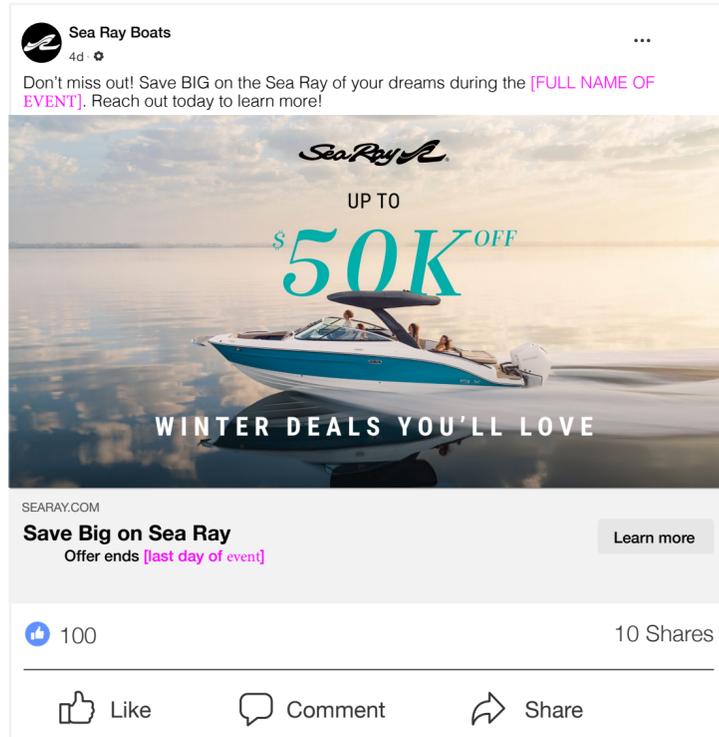
Save Big on Sea Ray

Offer ends [last day of event]

Thu, Feb 24 Fri, Feb 25 Sat, Feb 26 +1

Interested Going Invite

Facebook Paid
1200x628



Thumbnail



Digital Thumbnail

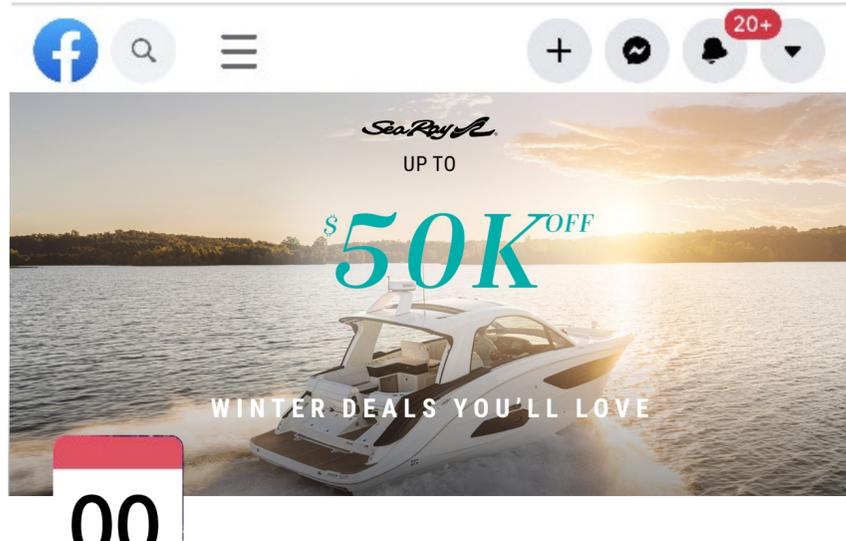


Facebook Cover/Header 820x312



Dealer – Other Digital SD

Facebook Event Header
1920x1080



WEDNESDAY, FEBRUARY XX, 2025 AT X:00 AM – X PM

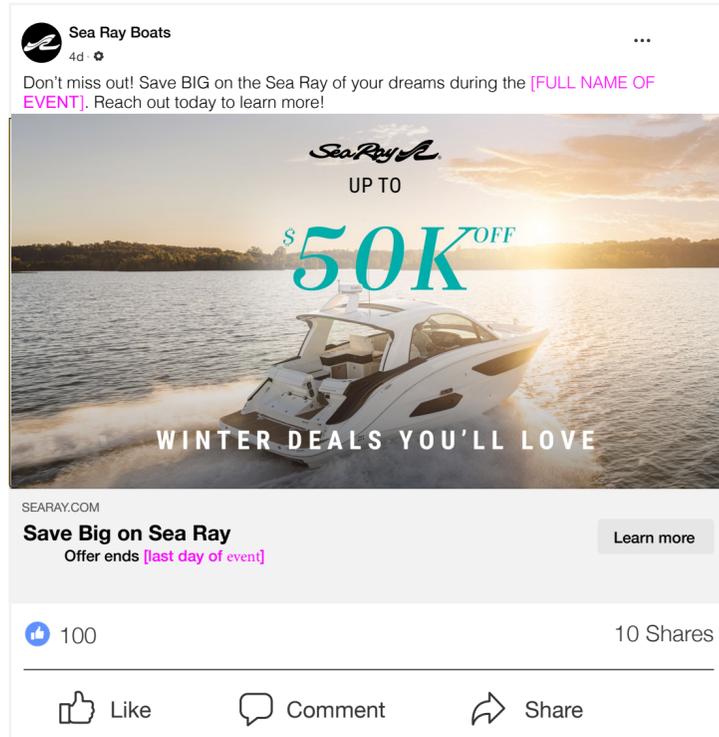
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- Interested
- Going
- Invite
- Share
- More

Facebook Paid
1200x628



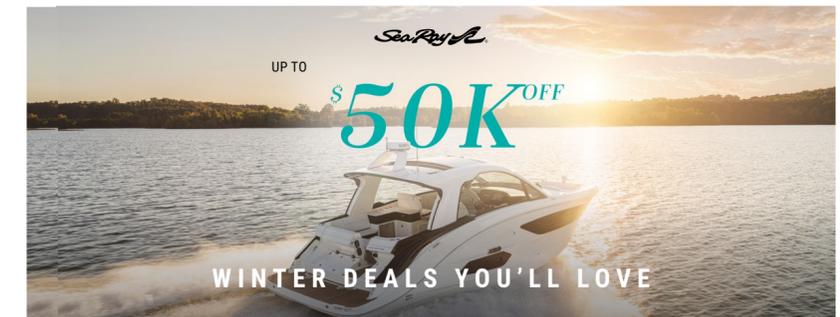
Thumbnail



Digital Thumbnail

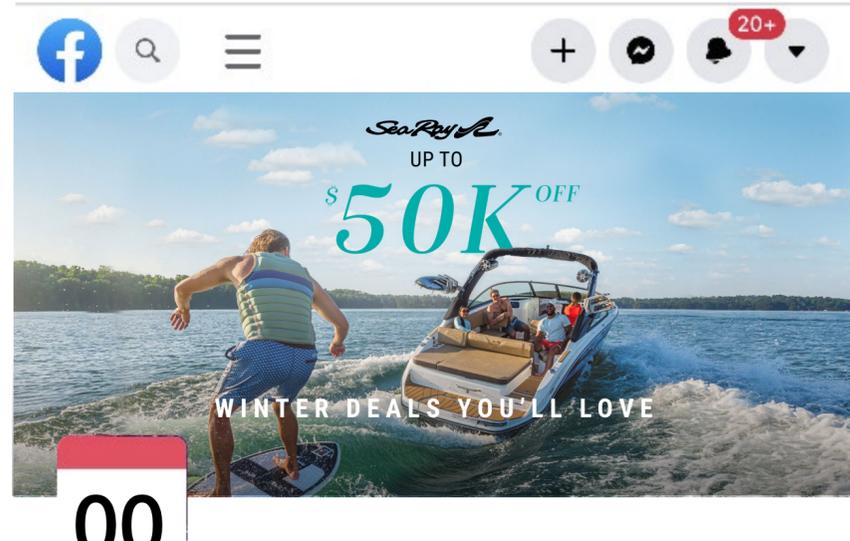


Facebook Cover/Header 820x312



Dealer – Other Digital Surf

Facebook Event Header
1920x1080



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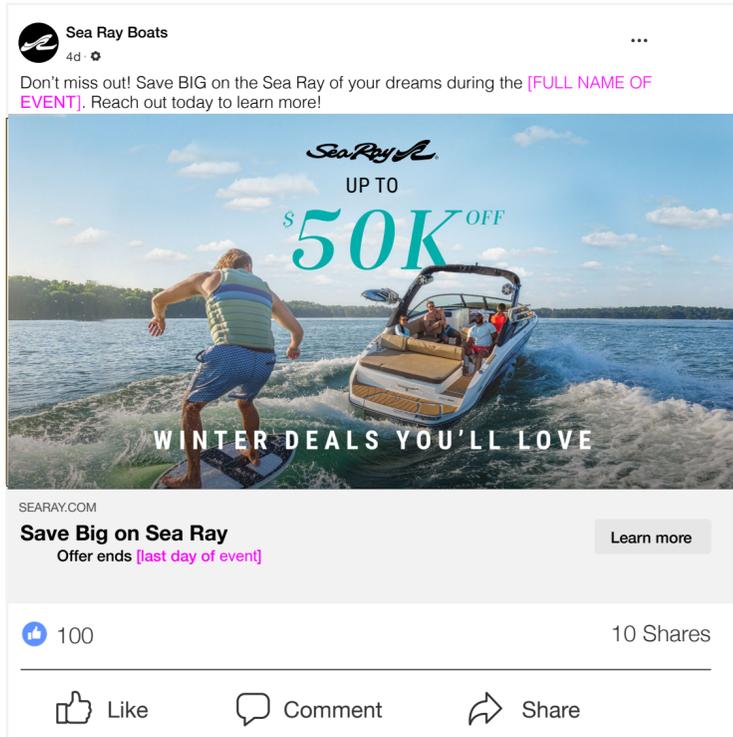
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Thumbnail



Digital Thumbnail



Facebook Cover/Header 820x312



Dealer — Website Hero

1440X400



Dealer — Website Hero

1920X620

