



**MODEL YEAR 2024 CLOSE-OUT  
EVENT**



You don't have to wait until the Ft. Lauderdale Boat Show, fall's largest show, to take advantage of major incentives from Sea Ray. During Sea Ray's 2024 Model Year Close-Out event, customers can save up to \$100,000 on Model Year 2024 or prior units. See program details to learn how to participate.

**Download marketing tools and templates your dealership can access to promote the Sea Ray Model Year 2024 Close-Out Event locally.**

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

<https://marketing.searay.com>



# Dealer Organic Social Sample Post Copy

Tailor your visuals  
and message based  
on the models you  
have in stock!

PAIR COPY WITH THE VIDEO ASSETS PROVIDED.

When promoting the Close-Out Event on your social accounts, please reference below either as a starting point or copy + paste with details tailored to your audience.

Sea Ray’s Model Year 2024 Close-Out Event is underway. Visit us to see what you could save on a new Sea Ray before these incentives drift away.

# Dealer Email Hero



## Deployment Instructions:

- Use this copy as a guideline; feel empowered to tailor your message to your recipient.
- Include a concise call to action with clear next steps you want them to take.
- Link text or click-through buttons to the relevant page on your dealership website.

## Sample Email Content:

SL Ready for exclusive Sea Ray pricing?  
Pre-header Visit our showroom for the Sea Ray’s 2024 Close-Out Event

Body copy  
SAVE ON IN-STOCK 2024 OR PRIOR SEA RAY MODELS

Sea Ray’s Model Year 2024 Close-Out Event is well underway. Visit us to see just how much you could save on a new Sea Ray before the end of the year.

CTA button SCHEDULE A VISIT



1440 x 400

Dealer Hero-  
Combined



Dealer Hero-  
OB



Dealer Hero-  
SD





# Other Digital

Thumbnail

