

Dealer Assets

Dealer Assets

800x470 General



1440x400 Hero



Facebook Post: 1200w x 630h



650x450 Email



Twitter Post: 1024w x 512h



533x419 Thumbnail (Just image)



600x300 Email



Dealer Assets

General: 1080w x 1080h



Story: 1080w x 1920h



Post: 1080w x 1440h



Email 1 – 45 Days Out

Dealer Send Guide

This guide provides four ready-to-use email templates for dealers to send to leads who requested more information about Sea Ray Surf Camp. Each email aligns with the brand’s official nurture cadence and helps maintain momentum leading up to each event.

How to use:

- Personalize placeholders such as [First Name], [Dealer Name], and event location/details.
- Send each email according to the timeline: 45 days out, 30 days out, 15 days out, and week-of.
- Keep messaging consistent with the brand tone: warm, confident, welcoming, and experience-focused.

650X450



600X300



Subject Line Options:

- Surf Camp registrations are open, [First Name]
- Ready to ride? Save your Surf Camp spot
- Join us at Surf Camp — registration now open!

Body:

Hi [First Name],

Great news — Sea Ray Surf Camp registration is officially open. This is your chance to experience the NextWave Surf System firsthand at a fun, relaxed, family-friendly event.

You’ll enjoy:

- Small-group coaching with pros
- Hands-on warmups and walkthroughs
- Tailored on-water sessions

Register here: [Eventbrite Link]

I’m here if you have any questions.

[Dealer Name]

[Dealer Contact Info]

Email 2 – 30 Days Out

Dealer Send Guide

This guide provides four ready-to-use email templates for dealers to send to leads who requested more information about Sea Ray Surf Camp. Each email aligns with the brand’s official nurture cadence and helps maintain momentum leading up to each event.

How to use:

- Personalize placeholders such as [First Name], [Dealer Name], and event location/details.
- Send each email according to the timeline: 45 days out, 30 days out, 15 days out, and week-of.
- Keep messaging consistent with the brand tone: warm, confident, welcoming, and experience-focused.

650X450



600X300



Subject Line Options:

- Friendly reminder: Register for Surf Camp
- Don’t miss your Surf Camp session!
- Did you register for Surf Camp yet?

Body:

Hi [First Name],

We’re about a month away from Surf Camp, and spots are filling quickly. If you’re planning to join us, now is a great time to save your spot.

You’ll get:

- Coaching for every skill level
- Personalized gear and setup tips
- Time on the water and on land

Here’s the registration link again: [Eventbrite Link]

Let me know if you’d like help choosing a date.

[Dealer Name]

[Dealer Contact Info]

Email 3 – 15 Days Out

Dealer Send Guide

This guide provides four ready-to-use email templates for dealers to send to leads who requested more information about Sea Ray Surf Camp. Each email aligns with the brand’s official nurture cadence and helps maintain momentum leading up to each event.

How to use:

- Personalize placeholders such as [First Name], [Dealer Name], and event location/details.
- Send each email according to the timeline: 45 days out, 30 days out, 15 days out, and week-of.
- Keep messaging consistent with the brand tone: warm, confident, welcoming, and experience-focused.

650X450



600X300



Subject Line Options:

- Surf Camp is just weeks away
- Two weeks left to register
- Reminder: Surf Camp registration closing

Body:

Hi [First Name],

We’re only a couple of weeks away from Surf Camp. A few spots remain if you’d like to join us.
Expect:

- On-water sessions with expert coaches
- Wave setup demos and tech walkthroughs
- A fun, relaxed environment for everyone

Register here: [Eventbrite Link]

I’d love to see you there!

[Dealer Name]

[Dealer Contact Info]

Email 4 – Week Of Event

Dealer Send Guide

This guide provides four ready-to-use email templates for dealers to send to leads who requested more information about Sea Ray Surf Camp. Each email aligns with the brand’s official nurture cadence and helps maintain momentum leading up to each event.

How to use:

- Personalize placeholders such as [First Name], [Dealer Name], and event location/details.
- Send each email according to the timeline: 45 days out, 30 days out, 15 days out, and week-of.
- Keep messaging consistent with the brand tone: warm, confident, welcoming, and experience-focused.

650X450



600X300



Subject Line Options:

- Last call: Join us at Surf Camp
- Final few spots at Surf Camp going fast
- Last-minute weekend plans? Come to Surf Camp

Body:

Hi [First Name],

Surf Camp is this Saturday, and we’re finalizing run groups now. I’d love to include you, since it’s a fantastic way to experience Sea Ray’s surf system in real conditions, with coaching designed to help you build confidence behind the boat.

There’s still time to register here: [Eventbrite Link]

If you decide to join last-minute, to see what we can accommodate.

Hope to see you soon,

[Dealer Name]

[Dealer Contact Info]