



Sea Ray Summer

Memorial Day – Labor Day

Landing Page: <https://www.searay.com/us/en/landing-pages/2022-landing-pages/sea-ray-summer-2022.html>

Sea Ray Instagram: [@SeaRayBoats](https://www.instagram.com/SeaRayBoats)

Rules: All rules linked in our landing page above

EXAMPLE SOCIAL COPY

NOTE: suggested images and copy available for use below. Please pulse these out whenever works best in your current content calendar, but would suggest 1 every other week.

INSTAGRAM

POST EXAMPLE 1:



It's officially #SeaRaySummer! If you are a Sea Ray owner follow @SeaRayBoats to learn more about their #SeaRaySummerContest for a chance to win the ultimate end of summer prize package!

Curious how to enter? 📷 Post a picture, video or reel to Instagram enjoying boating on your Sea Ray with a caption that tells your Sea Ray boating story. Tag @SeaRayBoats and use #SeaRaySummerContest for your entry to count.

POST EXAMPLE 2:



Are you a Sea Ray Owner? If so, don't forget to enter this year's #SeaRaySummer Contest. Share an Instagram post, video or reel with a caption that shares why you love being on the water in a Sea Ray. Use #SeaRaySummerContest for your post to count.

Follow @SeaRayBoats for official campaign rules. Plus, be on the lookout for their surprise Instagram giveaways throughout boating season.

INSTAGRAM STORIES

NOTE: we recommend posting the IG stories provided in this exact order to tell the best story. You should also utilize the "link" function and add a link back to our landing page to learn more.

Slide 1



Slide 2



Slide 3

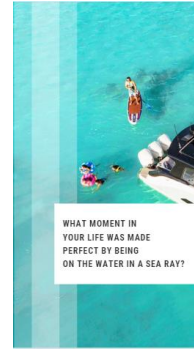


Note: the 3rd Instagram Story features an inclusion to our landing page link, but this will need to be added by your dealership directly. See an example above for wording and placement suggestion. Landing page link listed above.

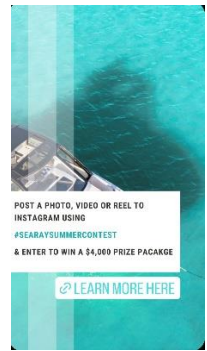
Slide 1



Slide 2



Slide 3



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SUMMARY

#SeaRaySummer is back with new opportunities to share the perfectly crafted moments made on deck.

SEA RAY STORY CONTEST

This summer, we are asking Sea Ray owners (current and past) or fans of the brand to tell us – **WHAT MOMENT IN YOUR LIFE WAS MADE BETTER BY BEING ON THE WATER IN A SEA RAY?** Via an Instagram Contest.

HOW TO ENTER:

- **POST TO INSTAGRAM:** create a post (photo, video or reel) in your personal Instagram Feed answering our promoted question above in the caption. You do not need to own a Sea Ray, but Sea Ray must play a part in your story. Follow @SeaRayBoats and use #SeaRaySummerContest for your entry to count.
- **IG REELS:** Due to API tracking issues, anyone posting an IG reel will need to follow the steps above and then submit a link to the reel via our landing page.
- **JUDGING:** Entries will be accepted MDW – August 14th. At that point, a panel of Sea Ray judges will select our top 3 stories based on the below criteria, and our community will vote on one winner to receive the grand prize package.
- **JUDGING CRITERIA:**
 - **Emotional Connection to Boating:** What is the quality of this individual's story?
 - **Creativity:** Creative photos, videos or reels are welcome! Have fun with showing off #SeaRaySummer.
 - **Followed Rules:** Entrants must have followed all hashtag and other rules listed above

WEEKLY GIVEAWAYS

Sea Ray will also feature surprise-and-delight Instagram giveaways with winners selected at random, Memorial Day – Labor Day. Giveaways hosted on Instagram only.

ENTRY METHOD

1. FOLLOW [@SEARAYBOATS](#) - If you don't already, follow our Instagram feed for giveaway announcements and year-round inspiration.
2. LIKE, SHARE & ENGAGE - Rules will vary by week, so stay tuned and be ready to share photos, tag friends and tell us your #SeaRaySummer stories.

QUESTIONS?

Please direct interested Sea Ray Owners or fans to our landing page or Instagram for further campaign rules.

Dealers with questions can reach out to Meghan.Edwards@brunswick.com