

LEAD THE FIELD WITH
NSGA'S VERIFIED
INDEPENDENT
DEALER PROGRAM



NSGA
NATIONAL SPORTING GOODS ASSOCIATION

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Your company has always come through in the clutch for your customers. But the race has become more challenging in recent years.

Does everyone understand the value of your company's service and expertise?

The NSGA Verified Independent Dealer Program helps your current and potential customers know your company is one of the leaders in your field in the sporting goods industry.

Your business has the experience to make sure athletes and teams are dressed and ready for success.



The NSGA Verified Independent Dealer Program is the sporting goods industry's symbol of excellence. It says this company is one you want to do business with. It sets your business apart from any competition.

Here are some of the benefits of becoming an NSGA Verified Independent Dealer:

- Use of the Verified Independent Dealer logo with a description of what it means for your business
- Logo decals for your packaging
- Directory on the NSGA website with information about verified dealers
- NSGA will inform local media of your company's achievement
- NSGA will produce fact sheets for current and potential customers on your company's Verified status

The NSGA Verified Independent Dealer program is not going to take up a lot of valuable time or resources. Take a look at which category – MVP or All-Star – your company qualifies for and apply today!

