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August 10, 2026

Jeff Kusch
Director of Customer Service
MasterCraft Boat Company
100 Cherokee Cove Dr
Vonore, TN 37885

Re: Brand Ambassador Partnership Proposal

Dear Mr. Kusch,

It's been a genuine pleasure getting to know you and talking through this idea together. What follows is a first draft of what a formal Brand Ambassador partnership with MasterCraft could look like, a starting point for us to shape together through further conversation, not a final word. I wanted to put something concrete on paper so we have a real framework to build from.

The Opportunity

My wife and I, as you know, own a 2026 X24. I am, by any honest measure, an enthusiast of this brand. I've put real time on the water in this boat, paid close attention to how it performs, and cared enough about getting it right to document it in detail. That combination of genuine passion and relentless attention to detail is, I think, exactly what a brand ambassador relationship should bring to the table.

This also isn't a one-time purchase for me. In the past four years, I've owned three X24s, a pattern of continued investment in this specific platform, not a single impulse buy. My wife, Gerika, shares that enthusiasm every bit as much as I do. She's on the water with me regularly, has a sharp eye for how the boat performs and feels, and would be closely involved in this partnership alongside me, from testing to content to everything in between.

What I'd add beyond that is my own professional background, which is directly relevant to this role: I work in brand strategy and reputation management, including crisis mitigation, for a range of clients. I understand how brands are built, protected, and communicated from the inside, not just how they're experienced from the outside. That's a different lens than most ambassador candidates bring.

I'd also point to my background as a supercar owner, and the network of enthusiasts that comes with that world, as a useful parallel. Buyers in that segment hold brands to a very specific standard of fit, finish, and overall experience, and there is real overlap between that expectation and what MasterCraft's buyers expect at this price point. I don't just fit the demographic this boat is built for; I live inside it, and I have real visibility into how it thinks.

Our use of the boat reflects that same demographic honestly: quality time on the water with family, the way this boat is actually meant to be used, not hundreds of hours chasing extremes. That is the expectation I believe MasterCraft is really building around, and it's the lens I bring to every piece of feedback I offer.

And to be clear about where this comes from: this is not financially motivated. It's about genuine passion. I love this brand, and I truly love helping brands get better at what they do. That's the lens I'd bring to this relationship regardless of how the details land.

What I Would Bring to the Partnership

1. A Direct, Ongoing Engineering Feedback Loop

- Structured briefs to the engineering team on how the boat is actually used: conditions, frequency, and context, not a one-time survey but an ongoing channel.
- I'm already keeping a running list of real-world observations as they come up, ready to bring into these conversations rather than starting from scratch.
- Granular documentation of what's working well and what needs improvement, down to the smallest detail: fit, finish, hardware, mechanical systems, and ergonomics. My wife contributes her own notes here as well, since she's on the water just as often and often catches details I don't.
- Regular check-ins by FaceTime or Zoom to keep this a living conversation rather than periodic reports, along with availability to fly to Tennessee and meet with the engineering team in person as needed.
- Willingness to test specific parts, configurations, and future iterations or platform updates directly, and to walk through that feedback with the team.
- A genuine interest in sitting in on QC-related meetings directly, as a participant rather than just a source of notes.

2. Real-World Product Testing, From the Target Buyer's Perspective

- We use the boat the way this demographic actually does: consistent, intentional quality time rather than extreme hours, which makes for representative, realistic feedback instead of edge-case wear.
- Ongoing, hands-on testing of components and systems as an actual regular user of the boat, not a one-time reviewer.
- A useful comparison point from supercar ownership and adjacent enthusiast circles, where expectations around fit, finish, and experience run just as high.
- The ability to flag issues or opportunities early, before they surface more broadly across a model year.
- This experience isn't limited to one boat. The X22, X23, and X24 share nearly identical fundamentals, so my involvement (testing, feedback, everything above) applies across the full X-series lineup, not just the model I currently own.

3. Collaboration With Marketing

- Real-world content and insight drawn from actual use of the boat, authentic rather than staged or scripted. My wife is a natural, enthusiastic presence on camera and on the water, and would be a real asset for this kind of content.
- Flagging opportunities to the marketing team based on what genuinely resonates with this buyer segment, grounded in real testing and use.

- Availability as a resource for campaigns, content, or events where an authentic owner's perspective adds value, including making the boat itself available for any events or needs MasterCraft may have for this vessel.

A Specific Opportunity: The Surf Wave Conversation

There's a persistent sentiment across social media and enthusiast communities that MasterCraft's surf wave trails the competition, Nautique and Centurion most often, but in plenty of conversations even Malibu gets ranked ahead of MasterCraft, behind only Centurion. This isn't an X-series issue specifically; it's a brand-wide perception problem.

Whether or not that perception matches reality, it's a reputation issue, and reputation management is exactly what I do professionally. I have specific ideas on how to shift that narrative and would welcome the chance to work through them directly with your team.

I'll Leave the Structure to You

I'd rather not try to script out specific terms here. I trust you and MasterCraft to know what structure makes the most sense, and I'm glad to follow your lead on how this should come together. What I wanted to be clear about above is the value I'd genuinely bring to this relationship, not just what I'd be looking to get out of it.

One More Thing

Separately from this proposal, I've also been exploring the idea of partnering with a dealer to bring a location closer to home. It's its own conversation, and not something I want to fold into this proposal, but it speaks to the same underlying interest driving all of this: I'd like to be more integrated into this brand, not just a customer of it.

Next Steps

I'd welcome the chance to talk this through further, whenever works on your end, by phone, FaceTime, or Zoom, or in person if it's useful to put a face to this. And as noted above, I'm glad to fly out to Tennessee to meet the engineering and marketing teams directly if that would help move this forward.

Thank you again for considering this, Jeff. I'm looking forward to where this could go.

Sincerely,

CHRIS HANTZ

Chris Hantz

Owner, 2026 MasterCraft X24

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