



ACA Pro School Criteria, Levels & Benefits

Pro School Criteria

The following is an overview of the criteria to become an ACA Pro School. Complete details can be found in the ACA Professional Paddling School Cooperative Marketing Agreement.

- Positively promote the ACA
- Have continually operated as a paddlesports school for a minimum of 4 consecutive years
- Have a valid Federal Tax ID #
- Provide proof of appropriate insurance coverage
- Comply with paddlesports best practices as found at www.americancanoe.org
 - For example - lifejacket wear is required at all times while on the water
(Except while surfing a SUP in the ocean surf zone)
- Have the appropriate ACA Instructor certifications for lead staff
- Offer a discount to ACA members on certain programs
- End of calendar year reporting requirements
- Agree to the terms of, and sign the ACA Professional Paddling School Cooperative Marketing Agreement

Levels & Benefits

All partnership levels acknowledge your role in supporting the ACA's mission of promoting and improving paddlesports safety, education, and instruction.

Pro School - \$500

- Use of the American Canoe Association name, acronym (ACA), and logo
- Use of the custom ACA Pro School logo
- Complimentary 1-year subscription to one Rapid Media magazine title
 - *Canoeroots, Kayak Angler, Adventure Kayak, Rapid*
 - Discounts on all additional subscriptions to any Rapid Media magazine titles
- Organization Information, Logo, Hyperlink, Contact Information on:
 - ACA website
 - ACA Paddle Ready App
- Enhanced promotion of courses and events placed on ACA online calendars
- Recognition on ACA Facebook page, Twitter and Water Blog
- Recognition in the ACA's new digital magazine *Paddle* eMagazine
- Ability to pre-purchase discounted ACA Individual (\$30) and Family Memberships (\$40) for participants
- Reduced pricing on exhibit space at yearly National Paddlesports Conference
- At request of company, the ACA will conduct a peer review of the company's instructional programs
- Support of the nation's premier paddlesports safety, education & instruction organization



ACA | Canoe – Kayak – SUP – Raft - Rescue

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MAKING THE WORLD A BETTER PLACE TO PADDLE! SINCE 1880.

Pro School - Supporting - \$750

- Use of the American Canoe Association name, acronym (ACA), and logo
- Use of the custom ACA Pro School logo
- Complimentary 1-year subscription to **all** Rapid Media magazine titles
 - *Canoeroots, Kayak Angler, Adventure Kayak, Rapid*
- Organization Information, Logo, Hyperlink, Contact Information on:
 - ACA website
 - ACA Paddle Ready App
- Enhanced promotion of courses and events placed on ACA online calendars
- Increased Recognition on ACA Facebook page, Twitter and Water Blog
- Recognition in the ACA's new digital magazine *Paddle* eMagazine and 1 Profile Article
- Ability to pre-purchase discounted ACA Individual (\$30) and Family Memberships (\$40) for participants
- Reduced pricing on exhibit space at yearly National Paddlesports Conference
- At request of company, the ACA will conduct a peer review of the company's instructional programs
- Advertising Opportunities in the ACA insert section of Rapid Media's titles
- Support of the nation's premier paddlesports safety, education & instruction organization

Pro School - Partner - \$1,000

- Use of the American Canoe Association name, acronym (ACA), and logo
- Use of the custom ACA Pro School logo
- Complimentary 1-year subscription to **all** Rapid Media magazine titles
 - *Canoeroots, Kayak Angler, Adventure Kayak, Rapid*
- Organization Information, Logo, Hyperlink, Contact Information on:
 - ACA website
 - ACA Paddle Ready App
- Enhanced promotion of courses and events placed on ACA online calendars
- Increased Recognition on ACA Facebook page, Twitter and Water Blog
- Recognition in the ACA's new digital magazine *Paddle* eMagazine
- Ability to pre-purchase discounted ACA Individual (\$30) and Family Memberships (\$40) for participants
- Free exhibit space at yearly National Paddlesports Conference
- At request of company, the ACA will conduct a peer review of the company's instructional programs
- Employees eligible for discounted ACA Individual (\$30) and Family Memberships (\$40)
- Enhanced Advertising Opportunities in the ACA insert section of Rapid Media's titles
- Support of the nation's premier paddlesports safety, education & instruction organization