



## 2023 PARTNERSHIP OPPORTUNITIES



### HOW ARE YOU CHANGING THE INDUSTRY? OUR MEMBERS WANT TO KNOW.

Fostering a culture of continuous professional improvement and a love for learning is important to us. IAAPA provides ongoing education programs for industry experts to share best practices and expertise, develop in their roles, and keep skills sharp. Our programs reach all career levels across all constituencies and allow our members to enhance skills and practical knowledge, apply critical thinking, and build a path toward IAAPA Certification.

Join us as an **IAAPA Partner in Education** and together, we will enlighten and engage our industry.

IAAPA Education Partnerships have a global reach.  
Opportunities are limited and are exclusive to IAAPA members.

**NOW ACCEPTING CONTRACTS FOR 2023.**



**PARTNERSHIP OPPORTUNITIES ARE LIMITED. INQUIRE OR CONFIRM TODAY!**

Contact Bethany Graham, Director, Global Professional Development Strategic Initiatives, at [BGraham@IAAPA.org](mailto:BGraham@IAAPA.org) or +1 321/319-7633 while opportunities are still available.



[IAAPA.org/Education](https://IAAPA.org/Education)

## ONLINE LEARNING PARTNERSHIPS

ONLINE LEARNING OPPORTUNITIES OFFER TOPIC AND DELIVERY FLEXIBILITY.

### IAAPA Partner Webcast

Share your latest success story, services, products, or thought leadership through an IAAPA Partner webcast. Excellent opportunity for **Amusement Parks and Attractions, Family Entertainment Centers, Manufacturers and Suppliers, Museums and Science Centers, Water Parks, Young Professionals, and Zoos and Aquariums.**

You provide the presentation, and we do the groundwork: IAAPA markets to members within the target regions and constituencies, manages registration, and supports the live broadcast.

Webcasts may be live broadcasts or recordings. Registration is open to members and non-members, providing you with a wide audience.

#### Partner Benefits include:

One-hour broadcast highlighting your services, products, or thought leadership

- “Proud IAAPA Education Partner” Icon for email signatures and social media
- Logo Placement
  - » IAAPA event page
  - » Registration site
- Dedicated Education Partner marketing: Email, LinkedIn, and Twitter
- Participants may opt-in to communication from Partner during registration

#### • Prime Webcast Partnership | \$3,500 USD

#### • Ultimate Webcast Partnership | \$5,000 USD

- » All the benefits of the Prime Webcast Partnership **PLUS**
  - (1) 2023 Global Webinar Partnership: logo placement on all marketing, on-air thank you during webinar broadcast. Dates and topics will vary.

### Online Learning Portal | \$5,000 USD

Connect your brand with IAAPA's on Online Learning Portal, an educational marketplace offering self-paced, interactive online learning courses in multiple languages.

Course topics for purchase include **Operational Safety, Security, Personal Development, Professional Development, and IAAPA First Steps Training programs.**

The Online Learning Portal is integrated into IAAPA.org.

#### Partner Benefits include:

- “Proud IAAPA Education Partner” icon for email signatures and social media
- Logo Placement
- Banner ad with link to your website on IAAPA.org
- *Limited to 1 partner; 1-year term*

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## INSTITUTE PARTNERSHIPS

### IAAPA'S INSTITUTE PROGRAMS ALIGN WITH THE PATH TO CERTIFICATION.

Participants seek industry standards and best practices from subject matter experts. Excellent for networking and recognition, these opportunities allow you to connect with current and up-and-coming industry leaders.

#### **IAAPA Institute for Attractions Managers • Online \$4,000 USD**

Gain the attention and business of our industry's management teams by becoming an IAAPA Education Partner for the attractions industry's premier professional development program. This program targets leaders with five or fewer years' experience in attractions management and offers them a solid understanding of the key disciplines and processes required to manage a successful attraction.

Content covers **Revenue Operations, Marketing and Public Relations, Human Resources and Leadership, Finance and Accounting, and Facility Operations and Safety**. If your organization products or objectives fit these topics, this is an excellent alignment opportunity.

##### **Partner Benefits include:**

- 5-minute presentation on Program Day 1
- Multi-day event - Includes one program registration for you, a team member, or a guest (10 CEUs)
- Logo placement
  - » IAAPA event page
  - » Registration site
- "Proud IAAPA Education Partner" Icon for email signatures and social media
- Participants may opt-in for email communication from Partner during registration.

#### **IAAPA Safety Institute • Online \$2,500 USD**

Safety is the attraction industry's priority: safety for guests, safety for employees, and the safe operation of facility and equipment. If safety is a priority for you and your organization, become an IAAPA Safety Institute Education Partner.

This curriculum-based institute provides an opportunity for entry-level attractions operators to examine processes and learn best practices in ride standards, risk management, and safety compliance.

Insightful presentations by attractions safety experts, industry consultants, manufacturers, and operators from all corners of the business.

##### **Partner Benefits include:**

- 5-minute presentation on Program Day 1
- Multi-day event - Includes one program registration for you, a team member, or a guest (4 CEUs)
- Logo placement
  - » IAAPA event page
  - » Registration site
- "Proud IAAPA Education Partner" Icon for email signatures and social media
- Participants may opt-in for email communication from Partner during registration.

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# IEE PARTNERSHIP OPPORTUNITIES

## IAAPA Institute for Executive Education • Hybrid/In-person and Online

IAAPA Institute for Executive Education (IEE) offers a unique opportunity for IAAPA Education Partners to foster relationships with owners, CEOs, and senior-level leaders in the global attractions industry.

Presented in partnership with esteemed faculty from San Diego State University, this exclusive program focuses on organizational change rather than individual development.

Kicking off in conjunction with IAAPA Expo in Orlando, Florida, this program offers networking and in-person learning opportunities, and then the program will continue in a virtual setting through March of the following year.

### Partner Benefits include:

- Multi-day event - Includes one program registration for you, a team member, or a guest (46 CEUs)
- Logo placement
  - » IAAPA event page
  - » Registration site
- "Proud IAAPA Education Partner" Icon for email signatures and social media
- Participants may opt-in for email communication from Partner during registration.

**PAYMENT METHOD:  
50% DUE WITH CONTRACT**

## PLATINUM PARTNER

**\$9,990 USD**

Includes one (1) complimentary registration **and** one (1) discounted registration.

## GOLD PARTNER

**\$7,990 USD**

Includes one (1) complimentary registration.

PRE-EVENT	PLATINUM	GOLD
<b>Included:</b>		
• Logo acknowledgment on <a href="https://www.IAAPA.org">www.IAAPA.org</a>	▶	▶
• Acknowledgment in IAAPA Institute for Executive Education save-the-date press release (when applicable; text only)*	▶	▶
• Use of "2023 IAAPA Education Partner" logo for your signatures, website, and ads	▶	▶
• One (1) complimentary program registration (value \$2,800)	▶	▶
• Option to purchase one (1) discounted registration	▶	
• Ability to conduct a one-time pre-event electronic mailing to verified attendees*	▶	
ON-SITE	PLATINUM	GOLD
<b>Included:</b>		
• Recognition on opening day of program and as appropriate by event speakers	▶	▶
• Recognition in the digital event component	▶	▶
• Ability to provide a welcome gift for the program participants (must be approved by IAAPA in advance)	▶	
• Half page ad in event program (must provide finished artwork for print); deadlines apply	▶	
• Logo in event program (must provide finished artwork for print); deadlines apply	▶	▶
• Logo acknowledgement on event signage. Additional signage for Platinum Sponsors as determined by IAAPA.	▶	▶
POST-EVENT	PLATINUM	GOLD
<b>Included:</b>		
• Ability to conduct a one-time post-event electronic mailing to verified attendees*	▶	▶
• <b>First right of refusal for IEE 2023 Partnership;</b> deadlines apply	▶	▶

**\*DEADLINES APPLY.** For electronic mailings, the Partner will work with IAAPA to initiate these one-time emails. IAAPA does not distribute contact information (emails) of IEE participants. It is the responsibility of the Partner to collect that information directly from attendees on-site, at the event, via provided networking opportunities.

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