

STRATEGIC PARTNERSHIP PROGRAM



**POOL &
HOT TUB**
ALLIANCE

STRATEGIC PARTNER

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PLAN 2022 WITH THE POOL & HOT TUB ALLIANCE

The Pool & Hot Tub Alliance (PHTA), a non-profit organization with nearly 3,600 members from around the world, was established in 1956 to support, promote, and protect the common interests of the \$36.5B pool, hot tub and spa industry. PHTA provides a robust offering of programs in education, advocacy, standards development, research, and market growth to increase our members' professionalism, knowledge and profitability. Additionally, PHTA facilitates the expansion of swimming, water safety and related research and outreach activities aimed at introducing more people to swimming, making swimming environments safer and keeping pools open to serve communities.

WHY SHOULD YOU BE A STRATEGIC PARTNER WITH PHTA?

The PHTA Strategic Partnership Program is a pathway to thousands of engaged pool and hot tub professionals. Our sponsors are a distinguished group, attuned to best practices and trends, and adept at understanding what's on the horizon within the industry. As a strategic partner, you'll unlock vast opportunities, spark powerful conversations, and bring visibility to your brand.

An investment in PHTA yields an ROI that will make and enhance long-term connections with both manufacturers and supplier partners, reach thousands of new potential customers and promote your brand through multiple PHTA channels. Our team is vested in relationships that foster sponsors brand presence and growth. Let the PHTA Strategic Partnership Program expand your reach and ensure you're at the center of the industry's most important conversations.



Increase Your Brand Exposure Through the Power of Collaboration

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EDUCATION

- Webinar/Podcast Series: opportunity to present educational webinar or podcasts annually with customized one-minute video/voiceover with a corporate overview/mission statement. One per quarter.
- Education Partners Program: opportunity to provide your company's expertise to help students with training options to earn the continuing education credits necessary for PHTA certification programs. Content must be approved by PHTA.
- GENESIS Sponsorship: Platinum sponsorship (value \$15,000) with opportunity to provide education to students.
- WAVE Network: opportunity to host an event or reception for the PHTA Wave Network comprised of young professionals in the pool and hot tub industry.
- Focus Groups: opportunity to host two PHTA branded focus groups annually at an industry event or your facility.
- Provide thought leadership through whitepapers/blogs (LinkedIn, Twitter).

EVENTS

- Awards of Excellence: opportunity to have a branded company award designation to be announced at the Awards of Excellence during EXPO. Award and judging criteria to be approved by the Awards Committee. Company representative will be called on stage to announce winner. One complimentary VIP table for company representatives.
- CEO Forum: One complimentary VIP table for company representatives.
- World Aquatic Health Conference (WAHC): Platinum sponsorship at WAHC with the selection of a speaker/topic for the educational track (can be presented by company representative but must educational and non-promotional).
- Four (4) Complimentary Registrations to all PHTA events.



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ADVERTISING

- PHTA E-News: featured sponsor showcase highlighting education and/or new product launch in weekly e-newsletter. One per quarter.
- Certification Manuals: one full-page, four-color advertisement in certification manuals of strategic partners choice.
- Social Media Posts: reach the PHTA social media audience with a sponsored post. Sponsor provides the image, link and copy and we'll share it with our thousands of engaged social media connections. Two per quarter.
- Retargeting Advertising Campaign: A campaign to maximize your presence with trackable, quantifiable digital exposure through ad retargeting. One campaign per year.
- Video Advertising: Increase the reach of your marketing videos and gain additional exposure with video promotion available through PHTA. Maximum two per year that will be shared on our social media pages and included in weekly PHTA E-Newsletter.
- Dedicated customized e-blasts: Get access to our dynamic and robust audience of engaged subscribers with custom e-mail solutions available from PHTA. One per quarter.
- Quarterly co-branded advertisements in AQUA magazine and other leading industry publications.

RESEARCH

- Annual yearbook: full-page, four-color advertisement in annual yearbook.
- Economic Impact Study: full-page, four-color advertisement in annual yearbook.



BRANDING

- Recognition on the PHTA website, e-newsletter, online communications, social media platforms and print advertising in industry publications.
- Corporate video and signage at PHTA Booth: NESPA, EXPO, and other industry events

LET'S GET STARTED

Please note that membership dues are not included in this program and will be billed separately. We look forward to building a campaign that aligns with your strategic initiatives and returns a generous ROI.

TOTAL ANNUAL COST: \$60,000

For more information about sponsorship, contact:

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