



**POOL &  
HOT TUB**  
ALLIANCE

# **SPONSORSHIP OPPORTUNITIES**

**EDUCATE. ADVOCATE. ELEVATE.**



# ELEVATE YOUR BRAND WITH THE POOL & HOT TUB ALLIANCE

## WHO

The Pool & Hot Tub Alliance (PHTA), a non-profit organization with more than 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.

## WHAT

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

Sponsorship with PHTA 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. By partnering with us, you'll unlock vast opportunities, spark powerful conversations, and bring visibility to your brand.

## HOW

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. This investment supports our mission to promote safe and healthy pool and hot tub environments for people to share enjoyable aquatic experiences. Our team is vested in relationships that foster your brand presence and growth. Let PHTA help you expand your reach in and ensure you're at the center of the industry's most important conversations.



# THE POWER OF SPONSORSHIP



# WEBINARS

PHTA's robust lineup of webinars, led by industry experts, have become very popular amongst members as an opportunity to learn and expand their knowledge base, and to strengthen and enhance their business. Our webinars include a wide range of topics including business and retail engagement, business practices, market analysis, service-based content including chemical and chemistry math, governmental affairs, and recreational water.



For sponsors, it's a prime opportunity to be visible to a captive audience of existing and potential customers and unlock new opportunities. Webinars are live-streamed, archived, and added to PHTA's content library for members to access on-demand and earn CEUs. Showcase your expertise, receive qualified leads, and elevate your exposure with this exclusive opportunity.

As the sponsor, your company will enjoy the following benefits:

- Logo recognition on the PHTA webinar webpage with a direct link to your site
- Logo recognition on PHTA webinar announcements and marketing messages which are sent electronically to thousands of pool and hot tub professionals
- Company recognition on PHTA social media channels promoting the webinar
- Verbal recognition at the beginning of each webinar with opportunity to have a one-minute branded company video before presentation begins
- Opportunity to present educational webinar on a quarterly basis
- Logo placement in the PowerPoint presentation given to each webinar participant

**WEBINAR SERIES SPONSOR (exclusive): \$10,000**

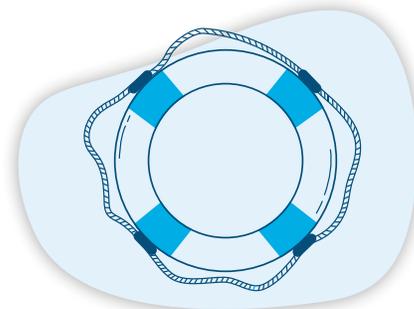
Webinar sponsorships are among the most effective digital marketing tools available to businesses today.



# NATIONAL WATER SAFETY MONTH

National Water Safety Month is an annual awareness campaign coordinated by the Pool & Hot Tub Alliance with support from the American Red Cross, National Recreation and Park Association, and World Waterpark Association.

With a mission to provide safe, enjoyable aquatic activities to the American public, these organizations promote National Water Safety Month through educational programs, public service announcements, governmental proclamations, dealer and business promotions, and easy-to-access water safety materials.



As the sponsor, you join a distinguished group of water safety experts who advocate for the vital role safe swimming and aquatic-related activities play in drowning prevention and recreational water-related injuries.

As the sponsor, your company will enjoy the following benefits:

- Press release announcing partnership that will be sent to all leading trade publications in the pool and hot tub industry
- Logo recognition on the NWSM website with a direct link to your site
- Logo recognition on NWSM marketing messages which are sent electronically to thousands of pool and hot tub professionals
- Company recognition on PHTA social media channels promoting NWSM
- Opportunity to contribute thought leadership to the NWSM website resource page

**NATIONAL WATER SAFETY MONTH SPONSOR (exclusive): \$10,000**





# WAVE YOUNG PROFESSIONALS NETWORK

The WAVE Young Professionals Network, comprised of young professionals who are under the age of 40, was established to develop the next generation of PHTA leaders and encourage networking among the “best and brightest” up-and-comers in the industry. PHTA supports the WAVE Network by offering tailored programs, education, and events designed to connect future leaders with social and professional networking support.

As the industry continues to boom and the need for a greater diversity of professional development and networking arises, your support ensures that our young professionals continue to receive opportunities for growth as emerging leaders in the industry. Demonstrate your commitment to PHTA’s vibrant young professionals who are building careers in the pool and hot tub industry.



As the sponsor, your company will enjoy the following benefits:

- Logo recognition on the PHTA WAVE Network webpage with a direct link to your site
- Logo recognition on the PHTA WAVE Network Facebook page
- Opportunity to interact with young professionals during PHTA sponsored networking events (minimum: two per year)
- Opportunity to participate in annual strategic planning session
- Opportunity to speak for two minutes at networking receptions
- Opportunity to distribute company materials and giveaways
- Opportunity to display company banner at reception site
- Recognition on the signage at the reception site

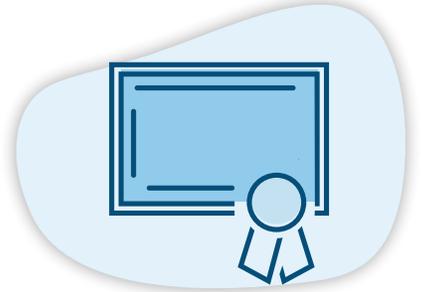
**WAVE SPONSOR (non-exclusive): \$10,000**





## AWARDS OF EXCELLENCE

The annual Awards of Excellence program recognizes and rewards installations of pools, spas, hot tubs, and water features that showcase the most beautiful and creative work in the industry. Hundreds of entries are submitted each year, representing member firms across the United States and around the world. Award recipients will be recognized at the PHTA Awards of Excellence Reception held during the International Pool|Spa|Patio Expo (PSP/Deck Expo).



Sponsoring the Awards of Excellence raises your visibility and leadership while advancing our common mission to educate industry professionals, advocate for the industry, and elevate to the highest standard. PHTA partners with AQUA Magazine on a strategic marketing campaign utilizing all areas of the media, social media, online marketing, and corporate and community involvement. As the exclusive sponsor, you'll receive invaluable exposure and recognition in all phases of our event promotion, including the awards reception.

As the sponsor, your company will enjoy the following benefits:

- Verbal and logo recognition and two-minute speaking time at the Awards of Excellence Reception
- Opportunity to show video to attendees before the awards program begins
- Opportunity to emcee the event
- Logo on the printed Awards Presentation program and in the multimedia presentation
- Logo on signage at the reception site
- Opportunity to display freestanding, retractable banners at the reception
- Opportunity to distribute a giveaway item to reception attendees
- Three complimentary tickets to the Awards Reception & Presentation

**AWARDS OF EXCELLENCE RECEPTION SPONSOR (exclusive): \$15,000**



# WORLD AQUATIC HEALTH CONFERENCE



The World Aquatic Health Conference is the leading educational conference for aquatics professionals by the Pool & Hot Tub Alliance. Every year, we deliver unique and relevant education to a diverse group of pool operators, manufacturers, service technicians, facility managers, environmental health officials, academia, pool builders, retailers, and health advocates. Let PHTA help you with a customized, integrated package which provides an important pathway to reach your customers in the aquatics industry.

## CUSTOMIZED E-BLASTS

Target thousands of high-profile PHTA members—the decision-makers in this industry—to announce new products and offer new services. You'll gain access to our dynamic and robust audience and drive new leads to your website. These fully customizable e-blasts promise to reach the most engaged audience in the pool and hot tub industry with your very own exclusive messaging.



## SOCIAL MEDIA POSTS

With digital now a critical channel for brands, it's time to get social. PHTA will connect with your prospects in a fun, friendly medium where they already spend their time. Industry professionals follow PHTA for the latest news, education, and initiatives, and to stay connected with the pool and hot tub community.



Leverage the credibility and reach of these thriving social media communities to deliver your message to industry professionals seeking recommendations on products and services, design trends, and career opportunities.

**Let's customize  
your package.  
Call for pricing  
and benefits.**

703.838.0083 ext. 157



# GENESIS®

GENESIS® technical education is the most comprehensive and complete curriculum in the pool and spa industry. Our sponsors power exclusive GENESIS® programming and events year-round. Becoming a sponsor raises your visibility and leadership to customers—old and new—while advancing our common mission to engage the best design professionals and contractors.



	PLATINUM \$15,000	GOLD \$7,500	SILVER \$5,000
Opportunity to show a one-minute video at GENESIS® virtual education. Limited to two per year.	✓		
Opportunity to promote new product launches/education quarterly on GENESIS® social media.	✓		
Opportunity to distribute company materials and a giveaway to students at GENESIS® education.	✓		
Provide thought leadership through whitepapers/blogs on LinkedIn or Twitter. Limited to two per year.	✓		
Recognition in any additional marketing materials that promote GENESIS® (specifics TBD).	✓		
10% discount on registration fees for your customers that are new to GENESIS®.	✓		
5% discount on registration fees for your customers that are new to GENESIS®.		✓	
Two complimentary tickets to our annual winemaker networking dinner with an option to purchase up to eight additional tickets at \$170.00 each (\$25.00 off).	✓	✓	
An Excel file of GENESIS® attendees (the list will include attendee names, company names, mailing addresses, email, and phone numbers).	✓	✓	
Opportunity to exhibit at the World Aquatic Health Conference at a discounted rate.	✓	✓	✓
Logo recognition and company overview on the GENESIS® website.	✓	✓	✓
Sponsor recognition at the GENESIS® schools and educational programs.	✓	✓	✓
Acknowledgement on GENESIS® signage at industry events.	✓	✓	✓
Recognition in GENESIS® advertisements in leading industry publications.	✓	✓	✓
Acknowledgment on GENESIS® social media platforms throughout the year.	✓	✓	✓
Opportunity to attend GENESIS® educational events at discounted sponsor rate.	✓	✓	✓
Company spotlight in <i>PHTA E-News</i> .	✓		

**Promote your brand to builders. Choose your tier and level up with GENESIS®**





# YOUR BRAND MATTERS

Showcase it to the pool and hot tub professionals who need it the most. PHTA members are constantly looking for the right brands to help their businesses grow. That's where you come in.

Through sponsorship with PHTA and GENESIS®, you increase your visibility and prestige, shape the image of your company, and reinforce your commitment to our members and their business success. We look forward to building a campaign that aligns with your strategic initiatives and returns a generous ROI.

## LET'S GET STARTED



For more information about sponsorship, contact:  
**Sheri Jackson**, Senior Director of Business Development  
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Email: [sjackson@phta.org](mailto:sjackson@phta.org)

