

STRATEGIC PARTNERSHIP PROGRAM



**POOL &
HOT TUB**
ALLIANCE
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Unlock Your Growth Potential: PHTA Strategic Partnership Program

Elevate your business to new heights with the exclusive Pool & Hot Tub Alliance (PHTA) Strategic Partnership Program. This isn't just about connecting businesses; it's about forging powerful relationships that drive innovation, expand markets, and multiply success.

Why Become A Strategic Partner?

- **Accelerate Growth:** Tap into new markets and customer bases with ease
- **Innovate Faster:** Combine strengths to create cutting-edge solutions
- **Amplify Your Brand:** Gain exposure to wider audiences and boost credibility
- **Maximize Resources:** Access complementary skills and assets to enhance efficiency
- **Create Winning Synergies:** Turn collaboration into a competitive advantage
- **Elevate the Industry:** As a Strategic Partner, you are supporting the INDUSTRY. As a non-profit organization, every dollar invested in PHTA is given back to the industry in the form of education, certification, workforce development, programs, standards and codes development, and government affairs/legislative efforts.



What Sets Us Apart?

Our program is built on a foundation of mutual success. We don't just partner; we empower. With our strategic approach, you'll benefit from:

- **Tailored programming components** to ensure perfect partnership fit
- **Dedicated support team** to nurture and grow your business
- **Cutting-edge collaboration tools** for seamless integration
- **Regular performance reviews** to maximize partnership ROI
- **Exclusive networking events** with industry leaders

Don't just grow your business—transform it. Through a customized partnership program with PHTA, you'll make and enhance long-term connections with builders, service providers, and retailers/dealers. Join the PHTA Strategic Partnership Program today and turn potential into prosperity. Together, we'll redefine what's possible in the pool and hot tub industry.



Increase Your Brand Exposure Through the Power of Collaboration

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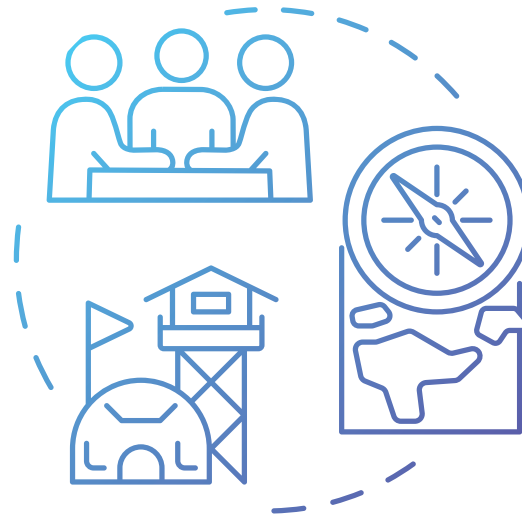
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LEADERSHIP

- **Selection of one company representative to serve as an active member** on the PHTA committee/council of their choosing.
- **Invitation to yearly board meeting** in conjunction with PHTA Leadership to assist in strategic direction.
- **Exclusive invitation to annual Leadership Reception** with Board of Directors held at EXPO.

EDUCATION

- **Webinar Series:** Opportunity to present educational webinars with customized one-minute video/voiceover with a corporate overview/mission statement.
 - One per quarter
 - Promoted via email and other communications by PHTA
 - Topic and content to be provided by your organization and approved by PHTA
- **Education Partner 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 host education at your headquarters.
 - Includes a 15-minute speaking opportunity at the event.
- **WAVE Network:** Reception sponsorship at EXPO and NESPA 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. Meeting room will be provided if meeting is hosted during an industry event.
- **Provide thought leadership** through whitepapers/blogs that PHTA will share via social platforms such as LinkedIn, Instagram, and Facebook. Maximum four per year.
 - Topic and content to be provided by your organization and approved by PHTA.

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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.
- **GENESIS MasterMind Event:** Complimentary table-top display at annual event (Value: \$1,000).
- **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 be educational and non-promotional).
- **Four (4) Complimentary Registrations** to all PHTA events.



ADVERTISING

- **PHTA E-News:** Quarterly featured sponsor showcase highlighting education and/or new product launch in weekly e-newsletter. Showcase can include one image and has a 300 word limit.
- **Certification Manuals:** One full-page, four-color advertisement in certification manuals of your choice.
- **Social Media Posts:** Reach the PHTA social media audience with sponsored posts. Your company provides the image, link, and copy and we'll share it with our thousands of engaged social media connections. Two posts per quarter.
- **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.
- **Retargeting Advertising Campaign:** Your company will be able to maximize their presence with trackable, quantifiable digital exposure through ad retargeting. One campaign per year.
- **Dedicated customized quarterly e-blasts:** Get access to our dynamic and robust audience of engaged subscribers with custom e-mail solutions available from PHTA.
 - Creative / content for e-blasts will be provided by your company and approved by PHTA.
- **Recognition in PHTA advertisements** in AQUA Magazine and other leading industry publications.

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RESEARCH

- **PHTA Market Report:** Full-page, four-color advertisement in annual market report.
- **Economic Impact Study:** Full-page, four-color advertisement in biannual report.
- **PHTA Consumer Research Study:** Complimentary copy which includes full-page advertisement recognizing Strategic Partners. Value: \$5,000

BRANDING

- **Recognition on the PHTA website** www.phta.org, e-newsletter, online communications, social media platforms, online community, and print advertising in industry publications.
- **Dedicated landing page** on PHTA Strategic Partner Hub.

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 a strategic partnership with PHTA, 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.

Annual Cost: \$60,000



Let's get started!

For more information about the Strategic Partnership Program, contact:

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