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## ACA Pro School Criteria & Benefits

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### 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](http://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

### Pro School Benefits

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

#### Pro School - \$650

- 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 digital magazine title
  - *Paddling Magazine, or Kayak Angler*
  - Discount on additional subscription to Rapid Media magazine title
- Organization Information, Logo, Hyperlink, Contact Information on ACA website
- Enhanced promotion of courses and events placed on ACA online calendars
- Increased Recognition on ACA Facebook page and Twitter
- Recognition in the ACA's digital magazine *Paddle* eMagazine and 1 Profile Article
- Ability to pre-purchase discounted ACA Individual Memberships (\$15) for participants
- Reduced pricing on exhibit space at yearly ACA National 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