

PDRA Corporate Affiliation

A program for Professional Dive Shops who wish to affiliate with PDRA

Benefits:

1. Commissions for signing up certified divers as PDRA members.
2. Free advertising on PDRA webpage
3. Custom PDRA membership cards with the name of your shop and logo of your certifying agency.
4. Certificate of Affiliation with the PDRA Corporate Seal suitable for framing.
5. Program will increase sales by encouraging member traffic back to shop to pick up membership card and key.
6. Recognition for shop with window display and PDRA tank decals, exclusive for those who sign up with dive shops plus your shop name will appear on the member's card.
7. Store picture on webpage with address and contact number.

PDRA and Professional Dive Shops who want to participate will enter into an agreement to promote PDRA membership to divers trained by the facility.

A contract will be required with PDRA for those who wish to participate. Shop will pay an annual fee of \$35.00 to become an affiliate of PDRA.

“Commissions” Shops will receive a \$2.50 commission for each new member or renewal member (family members excluded) that they sign up as a PDRA new member or renewal.

The member's card and key will mailed back to the shop that signed up the member.

The advantage of having the card and key mailed to shop is that it will bring the member back into the shop, and maybe generate a purchase that may have otherwise been lost. The name of the shop that signed up the member will appear on the member's card along with the logo of the certifying agency.

“How it will work.” Shops will signup member in their shop and forward the names and addresses to PDRA using a PDRA spread sheet. Shops collect membership fees, keep the commission and send the balance with the applications to PDRA. PDRA will send cards and keys back to dive shop along with the PDRA tank decal.

“Free advertising on web site”. PDRA will publish a picture of the shop on the PDRA website with address and contacts. Shops can hot link their webpage to PDRA webpage using our official PDRA emblem.

PDRA Affiliate Designation” PDRA will furnish an attractive window decal that designates the shop as a PDRA affiliate.

“PDRA Tank Decal” Members signed up by participating shops will receive a free PDRA tank decal. Decals will be available for purchase by current PDRA members. By Furnishing a tank decal to new members will give PDRA positive exposure.

Rational: PDRA needs new members to grow. Diving Students finishing a course are the best candidates for PDRA membership. By offering incentives to shops to become PDRA affiliates PDRA can create a bond that promotes loyalty rather than animosity. Some shops feel that the new changes in the PDRA by-Laws was an effort to hurt their businesses and clubs.