



Summary At A Glance

Below is a quick overview of our new, streamlined affiliate model for facilities wishing to host CALA Educational Events. We hope this outline is helpful to you. There are many benefits of hosting a CALA Based Event, and we look forward to speaking with you soon!

-  The CALA Host-Affiliate Model was designed to assist facilities when planning quality, educational aquafitness and related events, ensuring a smooth and simple process for all. You can choose to host a Foundation Course, Aquatic Rehabilitation Course, Specialty Courses (i.e. Aqua Arthritis, Water Running, Aqua Natal, Aqua Kick Box) or Continuing Education Workshops (over 100 exciting topics available).
-  With this model, we have many wonderful resources for you - Marketing Tips & Techniques to generate additional registrations, Ideas for creating a Facility 'Centre of Excellence', Sample Checklists to make planning easy.
-  **Potential Income for your facility!** When hosting a CALA Event, facilities receive a percentage of the income collected from course registrations and certification fees. This affiliate income can be used towards paying the CALA Trainer (fees and travel) and can also be used to subsidize participant and/or staff fees, or reinvestment into future training opportunities. With regard to travel costs, every effort is made to utilize the skills of locally based trainers.
-  **-To save your facility valuable time**, CALA handles all participant registrations. Participants have the option of calling our toll free line to register, or sending their information to us by fax or mail. Online registrations coming in 2004!
-  **To provide value and peace of mind**, all CALA Host-Affiliate Workshops and Specialty Courses include full Continuing Education Credits- CEC's. There is also the possibility of CEC's with other fitness organizations (OFC, CanFitPro, YMCA, etc).
-  **-To ensure a professional, organized event**, Sample Flyers are provided; all you need to do is fill in your facility details and we will do the rest!
-  **-To increase your facility's exposure**, we market and promote your event to our confidential CALA database of members and contacts (through the CALA "Upcomings" mail outs, CALA Website, email and phone campaigns, etc). Other marketing plans are the responsibility of the facility and we would be pleased to provide success stories and unique ideas from past events.