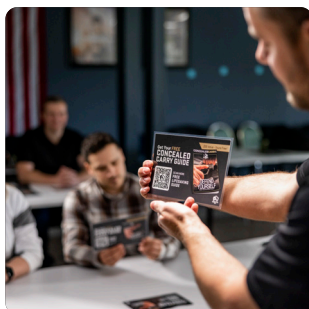


HOST A PARTNER EVENT

Reach new audiences by applying to host a brief self-defense workshop co-promoted by the USCCA.

PROGRAM OPPORTUNITIES



MARKET

Expose your business to thousands of potential clients with a USCCA-financed marketing campaign. Each event drives an average of 14 attendees to your classroom.



TRAIN

Access a comprehensive catalog of instructional materials and assets. Bite-sized classes limit time commitment, opening the door to profitable training opportunities!



SELL

77% of event attendees haven't interacted with your business before. These door swings net our Partners an average of \$500 in follow-on sales! This is your opportunity to leverage a USCCA-backed event to sell attendees on your membership, training program, and physical inventory.



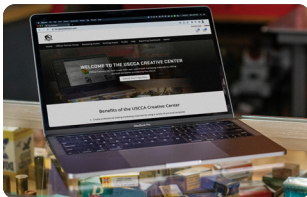
PARTNER

USCCA marketing efforts help drive in-class attendance, but the real magic happens when our Partners promote them too. Find your registration page through the link below and start promoting these events to your audience!

USCCA CONTRIBUTIONS

EMAIL MARKETING

Each geo-targeted event email delivered by the USCCA reaches an average of 2,757 leads in your community.

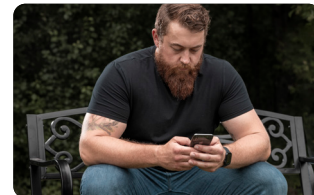


PAY-PER-CLICK MARKETING

The USCCA budgets an average of \$700 for Pay-Per-Click (PPC) marketing efforts through Google and social media channels to drive traffic to each event hosted.

SMS CAMPAIGN

Each event is supported by a series of text messages and email reminders to encourage registrants to attend your classes. Events may also be promoted through USCCA-distributed SMS messages.



LANDING PAGES AND SEO

Event registration and attendees are routed through a USCCA-created landing page built on our USCCA Partner Event Site. This landing page raises awareness and drives traffic to your business through various digital marketing channels.

AVERAGE FINANCIAL INVESTMENT BY USCCA PER EVENT:

\$1,600

Contact your Account Executive to see if your business is eligible to host a USCCA Partner Event.

**Leads targeted and overall investment in email, SMS, and paid advertising channels may vary based on population density, event saturation, venue capacity, and cost-per-click metrics.*

EVENTS.USCCA.COM