



# ACA/Paddle America Club & ClubExpress Affinity Marketing Program

ClubExpress is thrilled to offer its multi-tier capabilities to ACA-affiliated Paddle America Clubs as an OPT IN benefit of their membership with ACA.

## Benefits:

- Each ACA-affiliated Paddle America Club (PAC) has the opportunity to OPT IN to get preferred national pricing on this technology solution
- Each PAC will be operating under their own contract with ClubExpress and will make their own determination about the level of implementation and customization
- Membership data is proprietary to each club
- Templated webpages give PACs a head start on web page design to reduce setup fees
- Clubs have options to further customize their web site as they choose and still get the benefit of ACA preferred pricing
- Existing PACs that already utilize the ClubExpress platform are now eligible for the ACA preferred pricing, as well
- Clubs will receive content syndication from ACA with regional, paddlesports, and club related content

*ClubExpress offers everything Paddle Clubs needs in one platform!*

- Web site design
- E-commerce, registrations, and electronic payments
- Document management, committees, online forums, news feed
- Membership database and email capabilities
- Customer Service is always available.