



LEVEL

LEADERSHIP

SUPPORT

INDUSTRY LEADERSHIP

Opportunity to participate in working groups & advisory councils (recreation policy, climate action, trade policy, DEI, etc.)
Opportunity to participate on OIA Board of Directors
Opportunity to sponsor signature events and programs
Exclusive brand promotion in OIA digital products and at virtual and in-person signature events. Inclusion in exclusive OIA-owned media



BUSINESS SAVINGS

At least 25% off Outdoor Retailer booth
Up to 75% off shipping and freight
Operations services (i.e. cloud-based marketing solutions, video platforms, order lifecycle management, etc.)
Savings Programs for critical business process and systems including credit card processing, legal support and sustainable packaging.



BUSINESS RESOURCES

OIA Member Directory
Discounted job posting on OIA Career Center
Unlimited posting of press releases on OIA website



POLICY & ADVOCACY

Import duty relief and tariff reductions on outdoor products
Defense against outdoor product excise tax
Advocacy for, development of, interaction with state offices of outdoor recreation



DATA & RESEARCH

Category sales data, consumer behavior surveys and reports, annual Outdoor Participation Trends Report, industry benchmarking reports



EVENTS & EDUCATION

Opportunity to attend Capitol Summit
Opportunity to attend signature industry events
Webinars & other education focused on the critical needs of your business
Outdoor Retailer educational sessions



CLIMATE ACTION

Opportunity to join Climate Action Corps



Plus Up (25% of dues)

POLICY & ADVOCACY

State and federal lobbying on business-and-climate policy



DATA & RESEARCH

Annual Climate Impact + Industry Progress Report



EVENTS & EDUCATION

Sustainability Boot Camp library of resources
Webinars & other education



THRIVE OUTSIDE COMMUNITIES

Opportunity to engage in Thrive Outside Community initiative
Access to Outdoor Industry Impact Network



POLICY & ADVOCACY

Federal, state and local policy work and lobbying to create more equitable places programs and access



DATA & RESEARCH

Outdoor Participation Trends Report



EVENTS & EDUCATION

Opportunity to participate in Thrive Outside Community events
Webinars & other education



THRIVING BUSINESS



THRIVING PLANET



THRIVING PEOPLE