

# OUTDOOR INDUSTRY ASSOCIATION MEMBERSHIP BENEFITS

LEVEL



LEADERSHIP



SUPPORT



ASSOCIATE



NON-MEMBER

## 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



Plus Up

Plus Up

Plus Up

## EMERGING LEADERS PROGRAM

Opportunity for employees to participate in Future Leadership Academy  
 Discounts on Outdoor Industry Business Certificate courses

Plus Up (Tuition)

Plus Up (Tuition)

Plus Up (Tuition)



## BUSINESS SAVINGS

At least 25% off Outdoor Retailer booth  
 Up to 75% off shipping and freight  
 Corporate travel discounts  
 Operations services (i.e. cloud-based marketing solutions, video platforms, order lifecycle management, etc.)



## BUSINESS RESOURCES

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



Fee

## 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 OIA Participation Report, Recreation Economy report, industry benchmarking reports



Fee

## EVENTS & EDUCATION

Opportunity to attend Capitol Summit  
 Opportunity to attend signature industry events  
 Webinars & other education



Fee

Fee

Fee

Fee

Fee

Fee

## CLIMATE ACTION

Opportunity to join Climate Action Corps



Plus Up (25% of dues)

Plus Up (25% of dues)

Plus Up (TBD)

## POLICY & ADVOCACY

State and federal lobbying on business-and-climate policy



## DATA & RESEARCH

Annual Climate Impact + Industry Progress Report



Fee (exec. sum., free)

## EVENTS & EDUCATION

Climate Action Week  
 Sustainability Boot Camp library of resources  
 Webinars & other education



Fee

Fee

Fee

## 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

Annual Outdoor Participation Report



Fee

## EVENTS & EDUCATION

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



Fee

Fee



THRIVING BUSINESS

THRIVING PLANET

THRIVING PEOPLE