

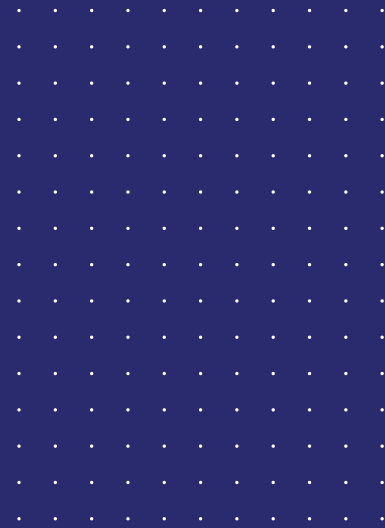


PREPARED FOR
Association Education Alliance Members

DOCUMENT NAME:
AEA & GoalMakers Partner Proposal

AEA Members & GoalMakers

2023 Education Program Partnership Opportunity



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01 GoalMakers Overview

GoalMakers is a turnkey professional development partner for associations. Our success comes from mutually beneficial relationships in the form of providing high-quality business education for your members. We do this at no cost and provide a new non-dues revenue stream for your association.

Your new program is a white-labeled version of the GoalMakers 'mini-MBA' program with your branding across custom marketing and learning assets. The 10-week program is hosted and facilitated completely by GoalMakers, your role is to assist in email marketing and learner recruitment.

To learn more about the curriculum visit: www.goalmakers.com/program
To experience the eLearning for yourself: www.goalmakers.com/preview

To get in touch and learn more email GoalMakers CEO, Jeremy Wall, at Jeremy@GoalMakers.com

02 AEA Partnership Objectives

The goal of this partnership is to provide AEA members with access to a new impactful educational resource in the form of your branded 'mini-MBA'. for their own membership as well as non-dues revenue streams for the association at **no cost or staff time** required of your association.

AEA members working with GoalMakers include MHEDA, NBMDA, & NAFCD.



A BRANDED EDUCATION PROGRAM & COACHING FOR YOUR MEMBERS

Your association's mini-MBA. A 10-week hybrid of self-paced eLearning with live expert-led facilitations and peer-to-peer learning covering the fundamentals of people management & business finance.



SCALABLE NON-DUES REVENUES AT NO COST TO YOUR ASSOCIATION

Starting at 15%, with growth opportunities, partners receive a revenue share for the program, with no cost to your association. This revenue share can, in part or full, be passed along to your members as a price discount.



CUSTOMIZED INDUSTRY LEADING EDUCATION & CERTIFICATION

Create a new certification. Beyond the white-label branding, we invite subject matter experts to the live sessions and will work with these SMEs to create new content that customizes this material for your unique industry.

03 AEA Exclusive Benefits

The Association Education Alliance has created a unique partnership with GoalMakers, and created benefits exclusive to members of AEA.

The following benefits apply to programs with a scheduled start time in the calendar year of 2023, and may not apply to all future channel partnerships.

To learn more about this partnership visit: www.goalmakers.com/aea

25% Revenue Share or Discount (An Additional 10%)



The revenue share will be 25% for programs held in 2023. The traditional revenue share for new channel partners is 15%, all AEA member associations that begin a program in 2023 will be moved up to 25%. *You can opt to pass in full or part, this % along to your members as a program discount.

A Free GoalMakers Webinar



One free 90-minute virtual presentation, workshop, or webinar by GoalMakers CEO, Jeremy Wall within a 6-month timeframe of your program kick-off. This could be broken into two separate 45-minute webinars based on preference.

50% Off Keynote Presentation



GoalMakers CEO Jeremy Wall will provide a presentation, workshop, or keynote at a conference or event at a deeply discounted 50% off rate. The speaking engagement must be within 6 months of your program kick-off. *Pricing for keynotes based on length and subject matter, travel expenses & accomidation would be expected to be covered.

Connect with GoalMakers to start your program today.

Thank you, GoalMakers looks forward to working with the Association Education Alliance members through this partnership and creating impactful education for your members for years to come.

To learn more about this partnership visit:
www.goalmakers.com/aea

To book a Zoom meeting with the GoalMakers team visit:
www.goalmakers.com/meet

To get in touch email GoalMakers CEO, Jeremy Wall, at:
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