

Strategic Affiliations

Affiliate Benefits Program

As of July 1st, 2019, LUOA is adopting an Affiliate Benefits Program that provides Affiliates with 3 different tiers of marketing benefits: Basic, Standard, and Premium. The Affiliate Benefits Program was created to reward Affiliates based on their use of LUOA courses by providing marketing benefits that will further accelerate their growth and community impact.

The following is a breakdown of the benefits an Affiliate receives in each tier:

BASIC

0-9 STUDENTS

- Access LUOA's digital marketing pack
- Access to LUOA's team to receive marketing tips and pointers

STANDARD

10-24 STUDENTS

- All BASIC tier benefits
- Listing in LUOA's website as a preferred Affiliate
- Includes your general information, as well as a link to your website

PREMIUM

25+ STUDENTS

- All BASIC and STANDARD benefits
- 2 yearly e-blasts to LUOA's network within 15 miles of your school advertising your program

FAQ

How is a tier determined?

Tiers are determined by the number of students enrolled in LUOA in a school year.

As a current Affiliate, what is my tier when the next school year begins?

The tier for current Affiliates at the beginning of a school year is determined by the number of students they had in the previous year.

Can a school pay a fee to gain immediate access to a tier?

No, the only way to reach a tier is through student enrollments.

Can a school move to a higher or lower tier in the middle of a school year if enrollment decreases?

A school can move to a higher tier in the middle of a school year through enrollments, but not to a lower tier. If a school reaches a tier, it remains in that tier for the remainder of the current school year and the duration of the next school year.

As a new LUOA Affiliate, what is my initial tier?

Every new LUOA Affiliate begins as Basic.