



**OFFICIAL  
PARTNER**

**3 REASONS** TO BECOME A USCCA OFFICIAL PARTNER

## Grow With the Team That's Leading the Self-Defense Industry

### 1 Gain More Customers

Our resources and connections to over 2 million gun owners help drive more traffic to your business more often:

- **Your Business Listing and Information** on the USCCA website (which has millions of page views every month) to help more people find you and learn about your business and events
- **Event in a Box (Special Events Playbook)** containing everything you need to successfully host and market multiple themed events that combine demos with live action to engage new and returning customers
- **Monthly Emails** to USCCA's member list to encourage readers to visit our Official Partners



### 2 Grow Your Business

Take advantage of three great opportunities to improve your bottom line:

- **Earn a 15% referral fee** for any USCCA Memberships sold through your store — and we'll help you do it!
  - New Member Bonus Package (includes a USCCA Bullet USB with over \$400 in digital training materials, a Kershaw knife, a USCCA hat and patch, and an ammo box) provided as an instant incentive for your customers to activate a Platinum or Elite Membership
  - Table tents promoting the New Member Bonus Package
  - Literature to start the conversation: *Gun Purchase Checklist*, *7 Reasons to Become a USCCA Member* and printed instructions to help you sell
  - In-person support from a USCCA Outside Sales Representative who can sell for you at training classes or events and help train you and your staff



New Member Bonus Package  
\$549 Total Value!



- Utilize USCCA training to build class size with our industry-best curriculum.
- Share **FREE giveaway postcard inserts** with customers for their 19 chances to win \$1,000 for self-defense tools or training:
  - You will also receive a 15% referral fee on any membership sale we make if the lead originated from a giveaway ticket with your Partner ID.
  - The more people you encourage to enter, the more likely you are to have a customer who wins and has \$1,000 to spend in your store.

### 3 Access Proven Resources and Training

Become a USCCA Official Partner for exclusive benefits:

- Discounts on select USCCA Instructor Training packages
- 8 educational posters for your walls
- 2 USCCA-branded posters
- USCCA Official Partner banner, stickers and patches
- FREE Elite Membership for YOU
- USCCA Membership discount (15%) for your employees
- Access to a private USCCA Official Partner Group where you can connect with other partners digitally and share ideas for improving your business



Huge Discounts on Select USCCA Instructor Toolkits!

Becoming a USCCA Official Partner is **FREE and EASY**. There are only a few requirements, but it all begins with our shared commitment to helping people become the ultimate protectors their loved ones can rely on. If you're ready to grow your business and save lives, it's time to partner with the organization that has connections to more than 2 million responsibly armed Americans!



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