



PADI Club™ For Sale Through PADI Membership Frequently Asked Questions

Why should I sell PADI Club to my customers?

PADI Club members spend more, dive more and take more Continued Education courses than their non-Club peers. Club membership translates into immediate revenue and long-term customer growth.

What are the ways I can sell PADI Club to my customers?

PADI Club can be sold via affiliate links to PADI.com, or purchased wholesale from PADI and sold direct to your customers in your store.

Who can sell PADI Club products?

At this time, the PADI Club products are available to PADI Retail & Resort and Individual Members located in the PADI Americas Region, with the exception of Latin America.

How much will Club cost me and how much will I earn per membership?

PADI Club wholesale products are offered as an OWD/Club Bundle and a standalone Club membership.

- OWD/Club Bundle
 - Price for 5 Star Dive Centers: **USD \$29.95/CAD \$39.95** + their current member price for OW eLearning
 - Price for all other Dive Centers: **USD \$39.95/CAD \$52.95** + their current member price for OW eLearning
 - Price for individual PADI Members: **USD \$44.95/CAD \$59.95** + their current member price for OW eLearning
- Club standalone product
 - Price for 5 Star Dive Centers: **USD \$29.95/CAD \$39.95**
 - Price for all other Dive Centers: **USD \$39.95/CAD \$52.95**
 - Price for individual PADI Members: **USD \$44.95/CAD \$59.95**
- MSRP for OWD/Club Bundle – **USD \$279.95/CAD \$324.95**
- MSRP for Club product – **USD \$49.95/CAD \$65.95**

How do I purchase these Club products?

- Purchase the digital code for **OWD eLearning + Club bundle** or **Club individual membership** through the [Online Processing Center](#).
- The codes will populate in OLPC as assignable codes.

How do my customers redeem their Club code and activate their membership?

- Prior to selling a Club Membership to a customer, you must check that they aren't already a Club member. To do this, navigate to your OLPC and select the product (individual or bundle) that you'd like to sell to the customer. On the next page, the first step is the membership check. Simply enter the customer's email address. The check will either return *Active* if the customer has a membership already or *None* if they don't.
- If the customer does not have a Club membership, you can complete the sale and continue through the process of assigning them the digital code.
 - (If the customer does have a Club membership, you will not be able to proceed with the sale)
- After assignment, the customer will receive an email with instructions on how to redeem their membership, very similar to how an eLearning code is distributed.
 - The customer's Club membership will automatically be redeemed and officially begin upon their first login or profile creation on padi.com

Be sure to regularly update your Club promotions across all of your marketing channels to keep Club in front of your customers. The various messages and assets in the PADI Club Marketing Toolkit (located in the Pros' Site Marketing Hub) make it easy to refresh your messaging.

The affiliate program enables PADI Retail & Resort Members to use unique links to have their customers click through to PADI.com to purchase Club. Revenue share is then paid to the dive center who drives that affiliate sale.

Who can participate in the PADI Club Affiliate Program?

At this time, the PADI Club Affiliate Program is available to PADI Retail & Resort members located in the United States and US Territories (Puerto Rico, U.S. Virgin Islands, Guam, Northern Mariana Islands, and American Samoa), plus PADI Retail & Resort members with an APO/FPO address.

How do I earn Club revenue share and how much do I earn?

PADI Club affiliate revenue share is payable for new Club members.

- PADI Five Star Dive Center and Resort members earn US \$20 for each new Club member that joins via an affiliate link.
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How do I get started with the PADI Club Affiliate Program?

Getting started is easy – PADI Club links are created the same way you make PADI eLearning links, only with a different URL structure. To create a PADI Club affiliate link, follow the steps below:

Step 1: Start with the following PADI Club affiliate link structure:

<https://www.padi.com/padiclub?irra=STORENUMBER&irrap=club>

Step 2: Replace the words “storenumber” in the link with your PADI store number. Your link should then look like this:



<https://www.padi.com/padiclub?irra=12345&irrap=club>

Step 3: Add this link to your PADI Club promotions including marketing emails, website banners, and social media posts.

Step 4: As your customers join PADI Club using your affiliate link, you'll receive a revenue share!

How and when will I receive my Club revenue share?

Your PADI Club revenue share will be paid at the same time and in the same manner as your PADI eLearning revenue share payments. Your PADI Club revenue share payments will be itemized separately from your PADI eLearning revenue share payments on your statement.

What happens if my customer clicks on my Club affiliate link but doesn't sign-up, then enrolls later via a non-affiliate link?

When a customer clicks on your PADI Club affiliate link, a cookie is set for 30 days. This means that even if your customer does not join Club after clicking on your affiliate link, then decides to join Club during the next 30 days via a non-affiliate link, you'll still receive the revenue share.

Example:

- Diver Bob clicks on the PADI Club affiliate link in Awesome Dive Shop's website but decides to wait before joining Club. A 30-day Club affiliate link cookie is set.
- Two weeks later, Diver Bob sees a social media post about PADI Club, clicks on it and joins.
- Because the 30-day Club affiliate link cookie is still active, Awesome Dive Shop still receives a Club Affiliate revenue share!

The only exception is if the customer clicks on another shop's Club affiliate link. In this instance, the cookie updates to the most recent shop's affiliate link.

What happens if my customer clicks again on my affiliate link after the 30-day cookie expires?

Each time your customer clicks on your Club affiliate link, the cookie resets, effectively restarting the 30-day expiration.

Be sure to regularly update your Club promotions across all of your marketing channels to keep Club – and your affiliate link – in front of your customers. The various messages and assets in the PADI Club Marketing Toolkit (located in the Pros' Site Marketing Hub) make it easy to refresh your messaging and you're your customers clicking away!

I heard that Members I sign up for Club are affiliated automatically to me – how does this work?

- Dive Centers signing up new Club members will be affiliated to those members for eLearning purchases they subsequently make on PADI.com (post Club join date). Full revenue share will be paid to the affiliated Dive Center on these purchases.
- The consumer is able to change the affiliated dive shop on a course-by-course basis if they choose.
- Affiliation will show up in the following consumer-facing places:
 - Club benefits page on padi.com
 - Printed on Scuba Diving magazine mailing label (if they receive a physical copy)
 - All PADI Club email communications
 - Training Dashboard

- eLearning course redemption flow

Can I easily create PADI Club promotions for my marketing channels?

Yes, take advantage of the [PAD Club Marketing Toolkit](#) located in the Pros' Site Marketing Hub to create your PADI Club promotions. Fully customizable in Canva, the toolkit contains professionally made marketing assets for your website, email marketing and social media channels.

Who is eligible for PADI Club?

PADI Club membership is perfect for water enthusiasts of all levels and interests including snorkelers, entry-level divers, experienced divers, free divers and more – to join, members need only be age 13 or older. Even dive professionals can benefit from PADI Club, which is why all new and renewed PADI Pros currently receive complimentary Club access as a benefit of professional membership.

While most consumers worldwide* can join PADI Club, benefits including *Scuba Diving* magazine and member communications are currently available in English only. Please see [PADI Club's Terms and Conditions](#) for further information.

*some country restrictions apply

Why should someone join PADI Club?

Club keeps divers connected to the underwater world through inspirational content and valuable incentives throughout their membership, including valuable benefits like 20% off PADI eLearning. The value of a membership that costs just \$49.95 can be recouped easily through benefits and incentives, as our [benefits page](#) can attest.

Where can I learn more about the benefits of PADI Club for my customers?

To learn about all the benefits PADI Club offers your divers and customers, visit the [PADI Club landing page](#) on PADI.com or use the [PADI Club Toolkit](#) to see the [Benefits Overview](#) deck that outlines how benefits work and how they are redeemed.

There are also several informative blog posts for PADI Members to give you even more insights:

- [PADI Club – Good for Divers. Good for Business.](#)
- [Grow Customer Lifetime Value with PADI Club](#)
- [What is the value of PADI Club?](#)

What if my customer wants a refund?

PADI Club is non-refundable. We generally get very few requests for refunds on PADI Club but do recognize this may happen from time to time. Any Club Member who contacts PADI CR with a refund request will be referred to the Dive Center where they signed up. If you have a situation where you need to refund a Club membership, this is at your discretion.

For any questions you might have related to whether a Club Member has already redeemed benefits (this may help you decide whether or not to refund or whether to partially refund), and/or, to ensure that any Club Member wishing to cancel for an immediate refund has their membership cancelled, please email cluboperations@padi.com or call 1-800-729-7234 ext. 2495.

Who should I contact if I have more questions about PADI Club?

Email cluboperations@padi.com for help with PADI Club.