

Association Discount Program

The purpose of this discount program is to encourage associations to promote Automotive Management Institute educational programs and certificates and professional designations to its members, resulting in more stable and profitable businesses and increased industry professionalism. The program is only available to 501(c)(6) not-for-profit associations, whose membership consist of automotive repair businesses.

To Qualify

For an association to participate in the AMI Association Discount Program, an association must provide an annual donation to the Automotive Management Institute (AMi) totaling \$10,000 or more.

How It Works

Each quarter, a 90-day discount code(s) will be generated and sent to association leadership. These codes may be broken into multiple codes to track activity by state, region or group.

The code will represent a 20% member discount for AMi Online Courses hosted in the MyAMi Learning Management System. It should be noted AMi does not currently charge for course review and accreditation or student credit and transcript records.

Association Promotional Requirements

For this program to be sustainable, it must increase AMi student participation. To this end, participating associations must agree to promote AMi, its important role in success, its educational and professional recognition programs. Associations agree to promote AMi in its printed and electronic materials and at all meetings.

- Association must send, at a minimum, a quarterly email campaign to members (design and content approved by AMi) promoting the AMi program, highlighting at least one mechanical and collision online available on myAMi.
- A separate quarterly email be sent with quarterly AMi membership discount code.
- Association includes AMi member discount in listing of member benefits.
- Association includes social media marketing for AMi member benefit.
- Advertising in printed publications
- Banner advertising for email publications and/or website
- Free booth space provided to AMi at association events

Sustainability of the Program

As a 501(c)(3) nonprofit education organization, AMI will review this program annually to determine its sustainability. It is necessary for the program to drive organizational relevance, financial growth and stability, and industry support and recognition.