

Partnership Guide



Partnership opportunity overview

This guide outlines how the IILAcademy Partnership Program helps specialized training organizations expand their impact, serve families more completely, and create new growth opportunities.

The Opportunity

Turn your training facility into a full-time academy.

The IILAcademy Partnership Program enables athletic academies, sports organizations, arts programs, and other specialized training providers to offer a fully accredited K–12 education on their campus.

Instead of sending students elsewhere during the school day, the organization becomes their daily destination.

The accredited online and blended learning platform provides the academic foundation, while the partner focuses on world-class coaching and programming.

This creates an environment where students can train more, families receive a complete educational solution, and the organization unlocks new opportunities for growth.

Benefits to Your Organization

- Offer a fully accredited private school program without having to build your own curriculum.
- Keep students on campus all day, creating a captive audience for additional programming.
- Generate new revenue through private coaching, skill development, camps, clinics, holiday programs, and summer training.
- Increase enrollment and retention by providing families with both academics and specialized training in one location.
- Differentiate your organization from competitors with a complete educational solution.

We provide the academic infrastructure - you build the student experience.

We are a business growth partner, not just an online school.

Example Opportunity

Current athletes: 200. *Illustrative example only.*

Student Conversion	Students Enrolled	Additional Revenue @ \$2,000 per Student
10%	20	\$40,000
20%	40	\$80,000
30%	60	\$120,000
40%	80	\$160,000
50%	100	\$200,000

Then Build Around the School

Because students are now on campus during the school day, partners may add premium services such as private coaching, small-group instruction, strength & conditioning, sports performance training, additional ice or court time, mental performance coaching, nutrition programs, summer camps, holiday camps, college recruiting services, tournament travel programs, and equipment and apparel sales.

Students typically complete their academic instruction in just 3–4 hours each day, leaving additional time for specialized programming before their regular team practice. Families love the flexibility. With coursework completed during the school day, evenings are no longer dominated by homework - **families enjoy a healthier balance between school, training, and home life.**

These services can generate additional revenue while increasing the value families receive.

Example Expanded Revenue

- 40 academy students
- \$2,000 annual academy fee = \$80,000
- 20 students purchase \$150/month in private training (10 months) = \$30,000
- Summer camps can generate \$40,000
- Holiday clinics can generate \$15,000

Potential additional annual revenue: \$165,000