

WILL YOU HELP OUR MEMBERS PREPARE FOR “WHAT’S NEXT”?



About Indigo Kidz Association

Indigo Kidz stands strong in its mission to create a global community for families with special needs kids that empowers, educates and entertains in a safe, supportive environment that nurtures the personal and spiritual growth of parents/caregivers and their kids. As part of our mission, we aim to make families' lives easier by offering our members information, products and services that touch every aspect of their lives.

What Is IK Pros?

IK Pros is one of the eight services that we provide our members. The Founders of Indigo Kidz learned about preparation (or the lack thereof) the hard way. Whether it was fighting the school district for out-of-district placement or being blind-sided by unforeseen financial burdens, we didn't have the right team of people around us to help navigate the complexities of having a child with special needs. We want our members to have a different experience. We are developing the country's largest network of attorneys, accountants, wealth managers and insurance providers that have an expertise in working successfully with the special needs community.

How Can We Partner?

There's a variety of ways that we can work together to help you reach your goals and to help Indigo Kidz advance its mission. Beyond the basic referral agreement where we refer clients to you in exchange for a marketing fee, we've developed three participation buckets that will help you:







Becoming an IK Pro

Through recommendations, research and networking, we are hand-selecting professionals that can provide real value to our members by providing services that help them get ready for “what’s next”.



What's Required?

We like to keep things simple but effective. There are four steps to becoming an IK Pro:

-  Click [here](#) to complete an **IK Pro Partnership Application**.
-  Once approved, we'll schedule a 20-minute strategy session to ensure the relationship is a win-win.
-  Based on your goals, we'll present you with a customized partnership proposal.
-  Once the partnership program is in place, we'll do monthly check-ins so we can make adjustments as needed.



Advertising Package:

This package includes opportunities to advertise virtually and in-person.

- Newsletter
- Directory
- Logo on Virtual Backgrounds
- Sponsoring Prizes/Giveaways
- Virtual Event Sponsorship
- Naming Rights for Events
- Signage at In-Person Events

Marketing Package

This package is for firms that want to leverage their exposure into long-term relationships with our members. We give you opportunities to position yourself as an "expert" to quickly build trust. You can use these marketing assets with our members and in all of your marketing programs.

- Articles in the IK newsletter and/or Blog
- Value-added "infomercial" during events
- Speaking Opportunities
- Customized Outbound Email Campaigns
- Market Research Surveys
- Video Interviews
- Podcast Guest Appearance
- Material in Welcome Kit
- Inserts in Swag Bags
- Inclusion in Press Releases
- Social Media Promotion



Client Incentives

Partnering with Indigo Kidz gives you an opportunity to show some love to your existing clients! We'll give you no-fee memberships that you can gift to your clients. For those who don't want a full membership, your clients can attend our events at a discount.

You can choose from any of the packages and we'll create a custom program that gives you as much or as little marketing power as you'd like. We only request feedback so we can track our mutual success.