



AMERICAN CANOE ASSOCIATION
HEALTH SAFETY INSTITUTE
LEAVE NO TRACE ORGANIZATION
NOLS WILDERNESS MEDICINE
NC OFFICE OF EMS

PO Box 1888
CULLOWHEE, NC 28723
TEL 828.293.5384
FAX 828.293.8600

WWW.LANDMARKLEARNING.ORG

2025 Sponsor Packet

Included within:

Updated wholesale pricing for 2025.

Standard Instructor Reimbursements: a flat rate Service Fee is available to reduce confusion and help your A/P processes. This fee is now an option to replace itemized travel and meal expenses.

Course cost worksheet to help you estimate your per student charge and keep your budgeting on track.

Links of interest and resource to our sponsors:

- The Landmark Foundation - serving underserved students with financial need with partial scholarships. thelandmarkfoundation.org
- [Sponsor URL for NOLS courses](#) - access flyer templates, Facebook ad designs, and approved marketing pics/logos for your NOLS Wilderness Medicine course. Continue to expect pre-course support from your Landmark Learning Program Coordinator and Administrative Team.

Additional information available on request, and is included at the time of contracting:

- Rental information for the Downstream Campus
- How to plan and prepare for your course

Landmark Learning 2024/2025 Wholesale Price Comparison for Sponsored Courses

- Effective for courses running January 1, 2025 - December 31, 2025.
- Call the office for current retail pricing at the Landmark Learning campus or visit landmarklearning.org.

Course	Course Duration	2024 Price/student	2025 Price/student	Enrollment Min - Max	Inst:Std Ratio
ACA Safety & Rescue L3: River Safety & Rescue	8 hours	\$170	\$175	8-15	1:12
ACA Safety & Rescue L4: Swiftwater Rescue	16 hours	\$295	\$300	8-15	1:12
ACA Safety & Rescue L5: Advanced Swiftwater Rescue	8-16 hours	\$231	\$238	8-15	1:12
ACA Canoe L1: Introduction to Canoeing	16 hours	\$355	\$365	6-12	1:6
ACA Canoe L2: Essentials of River Canoeing	16 hours	\$355	\$365	6-12	1:6
ACA Instructor L4: Swiftwater Rescue	40 hours	\$660	\$679	6-12	1:6
ACA Instructor Update	8 hours	\$201	\$210	4-10	1:6
ASHI/HSI Basic First Aid or CPR	4 hours	\$75	\$79	12-30	1:15
ASHI/HSI Basic Life Support CPR	6 hours	\$95	\$99	12-30	1:15
ASHI/HSI BLS CPR - Skills Challenge	3 hours	\$65	\$65	12-30	1:15
Community Relief Medic	16 hours	\$231	\$238	12-30	1:15
LNT Hybrid Level 1 Instructor	16 hours	\$231	\$238	6-30	1:15
LNT Level 2 Instructor	40 hours	\$550	\$665	6-10	1:6
NC Epinephrine Cert.	4 hours	\$75	\$79	12-30	1:18
NOLS WFA	16 hours	\$195	\$200	18-30	1:18
NOLS WFA+CPR	20 hours	\$295	\$300	18-30	1:18
NOLS WAFA	40 hours	\$395	\$410	18-30	1:18
NOLS WFR	80 hours	\$613	\$630	18-30	1:18
NOLS WFR Recert	24 hours	\$258	\$265	18-30	1:18
NOLS WMPP	16 hours	\$300	\$310	18-30	1:18
NOLS WUMP	48 hours	\$640	\$660	18-30	1:18
Hybrid Wilderness Swim Safety	16 hours	\$295	\$300	8-15	1:12
Wilderness Swim Safety Instructor	24 hours	\$525	\$540	6-15	1:6
Consultation or Recon Day, per instructor	8 hrs	\$575	\$595		

Course Deposits are required to hold dates and are non-refundable/non-transferrable 30 days prior to the course start. Deposits paid are applied to your invoice at course end. 5 Days or More in Duration: \$3500; Less than 5 Days in Duration: \$1500. In certain cases, a Purchase Order can be accepted in lieu of the Course Deposit - please inquire.

*Standard Instructor Expenses apply for all courses, listed on the next page.

Standard Instructor Expenses/Reimbursements:

*Barring emergencies that require last-minute staffing, we can provide you with a travel estimate when we commit your course to running 30 days prior to the start date, upon request.

On All Courses:

If instructors fly in, they will require shuttle from and to the airport, and reasonable shuttle access to grocery stores or other amenities as needed. If a shuttle cannot be provided, a car rental or access to a sponsor vehicle will be necessary.

Acceptable lodging options include:

- Private lodging away from students
- Single-occupancy motel rooms, private rooms in hostels, and guest apartments
- Separate, private bedrooms for faculty are required; faculty are expected to share bathroom, kitchen and living space
- Camping is acceptable on 2-3 day courses when the facility itself is limited to camping only
- Lodging with a full kitchen option is preferred on courses longer than 4 days

Instructor Expense: Flat Rate

Lodging, to be provided continuously from the night before the course starts through and including the night immediately following the course. Not acceptable are dormitories, floors, guest rooms, and couches.

Service Fee (optional, travel and meals fee):

- The most popular course lengths and associated fees are:
 - 2 days: \$1329.00
 - 3 days: \$1447.00
 - 5 days w/full kitchen: \$1393.00
 - 9 days w/full kitchen: \$1633.00
- Includes the potential for one airfare and one RT mileage expense, and meals for the course duration and travel days
- If your course is a duration different than the above, request a quote from our office.

- OR -

Instructor Expense: Itemized

Lodging, as stated above plus the following itemized (actual) expenses

Course Meals Per Instructor:

5 Days or More in length

Course days, with a full kitchen: \$30/day

Course days, with no kitchen: \$59/day

Courses 1-4 Days in length

Course days: \$59/day

Travel Per instructor:

- Travel Meals: \$29.50/day
- \$0.67/mile round-trip (subject to change based on current IRS rate) or \$750/airline travel cap.

Course Cost - Estimation Worksheet

Estimate your retail price per student. Refer to your contract for tuition amount per student, minimum enrollment, and additional fees if they apply. Consider advertising costs, classroom space rental, or other administrative costs you incur and enter them into line 5.

Reduce your costs by:

- providing onsite lodging and 3 healthy, square meals per day
- provide a vehicle/shuttle for our faculty to and from airports and grocery stores, etc
- we seek to have instructors carpool and manage airport shuttles, to reduce mileage whenever possible
- we price airline tickets 30 days prior to your course, at the best price break, and usually come in well under the \$750 travel cap per instructor
- capitalize on marketing opportunities to maximize your enrollment, in order to broaden your budget margins and gain free tuition spots (1st at 20 enrolled, 2nd at 29 enrolled).

1. Tuition per student \$ _____ x Minimum student enrollment _____

2. Instructor lodging \$ _____ x Course days _____

3. Travel and Meals Expenses:

Service Fee: 2-day course \$1329.00; 3-day course \$1447.00; 9-day course \$1633.00;

Other contract amount \$ _____

-OR-

Course Meals \$59 x Course days _____ =.....

Travel Meals \$29.50 x Travel days _____ =.....+

Mileage _____ x IRS Rate \$0.67 =.....+

Airfare \$750 =.....+

Car Rental+

TOTAL Travel.....=

4. Your administrative costs.....

Subtotal: Add lines 1-4 and add subtotal here.....

Subtotal \$ _____ / Minimum student enrollment _____ = Minimum Retail Price ->

1
2
3
-OR-
3
4

Required Classroom Space:

An ideal space includes the following criteria:

- Minimum 1200 sq ft of open space, with heat/air as indicated for the weather and location. Outdoor sheltered spaces during reasonable weather/seasons.
- Mounted writing surfaces (whiteboards, etc.)
- WiFi access and projector are preferred, but not required.
- Direct access from the classroom to outside scenario spaces (fields, wooded, etc.) and aquatic spaces as required by the course type.
- Sponsor must hold appropriate permits and insurances, and is responsible for any pertaining fees, for operating any portions of Landmark coursework on public or private lands.