



(Date Here)

AffinityPlus Program Partnership

This describes an Agreement between AffinityPlus and (CHAMBER NAME) to provide a partnership for providing affinity programs (cost savings, special discounts, and exclusive member opportunities for (CHAMBER NAME) members).

The objective of all AffinityPlus partnerships is to increase the value of (CHAMBER NAME) chamber membership to the business community and increase membership in the (CHAMBER NAME) through increased benefit offerings. The benefit to the affinity partner is to leverage the (CHAMBER NAME) local marketing role via increased collaboration, trust and recognition to drive business opportunities.

(CHAMBER NAME) **Services and Responsibilities:** (CHAMBER NAME) will:

1. Provide a dedicated landing page on (CHAMBER NAME).com under member benefits page of the website.
2. Increase member awareness of (CHAMBER NAME) affinity partners via standard marketing channels, including but not limited to:
 - a. e-Newsletter inclusion each month
 - b. Quarterly affinity program email blasts on behalf of AffinityPlus
 - c. Inclusion in membership packets for new members
 - d. Inclusion & invitation to speak at quarterly Partner 101 new member orientations
 - e. Social media promotion of new/newsworthy efforts & overall affinity program
3. Upon request and as able, the (CHAMBER NAME) will assist AffinityPlus to target specific business segments to make introductions of affinity partnerships.
4. Provide list of new members monthly.
5. Provide AffinityPlus a complimentary membership for one year to assist in getting the programs launched in (CHAMBER NAME)'s community. To be reviewed after 1 year.
6. AffinityPlus is also eligible to utilize (CHAMBER NAME) member benefits to promote your business and affinity partnership, including but not limited to:
 - a. Newsletter advertising
 - b. Mailing labels
 - c. Blogsite postings
 - d. Leads Groups



Affinity Partner Responsibilities: AffinityPlus will:

1. Send (CHAMBER NAME) staff liaison any company & program updates for marketing use.
2. Provide (CHAMBER NAME) all relevant information for website landing page.
3. Contact new members from provided lists in a timely manner and introduce affinity program "as a (CHAMBER NAME) member benefit".
4. Promote the (CHAMBER NAME) to non- (CHAMBER NAME) members as a local and regional partner for their business.
5. Pay, per your policies and individual contracts, any affinity program commissions or cost sharing benefits in a timely manner.
6. Be a complimentary member of the (CHAMBER NAME) in good standing.

Partner:

Understood and Agreed by: _____ (Authorized Representative)

Date: _____

Phone _____

Email _____

AffinityPlus:

Understood and Agreed by: _____ (Authorized Representative)

Date: _____

Phone: 970-639-2584

Email: frank@affinitypluschoices.com