

Urbandale Chamber of Commerce

Proposed Policy & Procedures

AFFINITY PROGRAM GUIDELINES

The Urbandale Chamber of Commerce is interested in making available to its member employers direct cost-saving and value-added programs on quality products and services offered by Urbandale Chamber members that are approved to be affinity programs for these products and services. We believe that such programs provide potentially significant added value and benefit for membership in the Chamber and can serve as an important tool in attracting and retaining members in the organization.

To assist in its evaluation of these affinity program opportunities presented for offering to its membership, the Chamber has established and will utilize the following criteria and steps:

1. Affinity programs are designed to be value-added benefits of membership and are to be offered only to Chamber members in good standing.
2. Only Chamber members in good standing are eligible to be considered as a provider for such value-added affinity programs.
3. The product or service being proposed for affinity program status must provide a cost savings or added value to the Chamber's members that would not otherwise be available to Chamber members and other businesses on an individual basis or in the general marketplace.
4. Products or services proposed for affinity program status must have a relatively broad level of appeal to the Chamber's membership.
5. Affinity program offerings should result in some form of non-dues compensation to the Chamber on a basis and level to be agreed upon by the Chamber and the affinity program provider.
6. All affinity programs must be evaluated and recommended by the Chamber's Member Benefits Committee and must be approved by the Chamber's Board of Directors prior to being implemented and made available to the Chamber membership. All affinity programs, once approved by the Board of Directors, are administered by the Chamber staff.
7. Affinity programs will be recommended for approval and offered by the Chamber following completion of an RFP (Request For Proposal) process. To ensure all members are provided with reasonable notice about an RFP process, such processes will be prominently promoted to the

membership via e-mail and/or through the Chamber's newsletter.

9. Affinity programs will be promoted by the Chamber by providing lists of affinity programs and their offerings to all current, new and prospective Chamber members. Such affinity program lists will also be promoted on the Chamber's web site and periodically included in the Chamber's newsletter.

10. Members that are selected to be affinity program providers will be expected to actively promote their affinity program product or service at Chamber events. They will also be expected to promote their affinity program offering through periodic advertising in the Chamber's newsletter and through occasional sponsorship of Chamber programs and events (if they have the means to do so).

11. Members approved as affinity program providers will usually receive this designation for a term of not more than 24 months, after which the program should be considered for re-bidding. The Urbandale Chamber Board may consider exceptions to this policy.

12. Regular written reports will be expected at least semi-annually from each affinity program provider regarding their marketing efforts, account activity and revenue generated for the Chamber.

13. Each affinity program provider will also be expected to meet at least once each year with the Chamber's staff to provide an update of their Preferred Provider activities on behalf of the Chamber.

Urbandale Chamber Affinity Partner Program Application

For use by vendors wishing to promote a product/service to members of the Urbandale Chamber of Commerce

VENDOR INFORMATION (Please print):

Contact Person(s) _____ Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____ Email _____

PRODUCT/SERVICE INFORMATION (If applicable, submit brochures or samples):

Formal name of product/service _____

Nature of product/service _____

What is the benefit to Urbandale Chamber members?

Target Audience(s)
 Individuals (B to C) Member Businesses (B to B) Other _____

Will the Urbandale Chamber receive non-dues revenue, for example, based on member participation?
 No Yes

If yes, please provide details of the proposed royalty plan to the Chamber

Is your proposed product/service discount available to others?

No Yes

If yes, who?

What is the proposed Member discount _____

Anticipated market penetration: Year one _____ Year two _____

Anticipated Urbandale Chamber revenue: Year one _____ Year two _____

Explain how members would order and/or use your product/service. Include usage on special ID, phone number, online ordering information, etc. The Urbandale Chamber will not be responsible for orders or payment processing.

MARKETING STRATEGY:

Approved Affinity Partners will receive a 50% discount on all purchased Urbandale Chamber advertising opportunities for 12-months such as e-newsletter banner ads, blast emails, labels, web advertising etc.

The Urbandale Chamber will commit to marketing all affinity partner programs to the membership as a whole. This section pertains to what your individual marketing strategy will be to elevate the success of your individual program.

Please submit samples of marketing materials for review. All marketing materials must be approved by the Urbandale Chamber prior to distribution.

Please check all that apply. Do you intend to market through ___ direct mail, ___ blast email, ___ web banner ad, ___ e-newsletter banner ad, ___ other – please list _____?

Mailing frequency: Annual Semi-Annual Quarterly Monthly

Target mailing date(s) _____

Are you currently in litigation?

No Yes

If yes, explain

Are you currently under investigation by the government?

No Yes

If yes, explain

List any conflict of interest on this partnership:

REFERENCES:

List any associations or Chambers of Commerce your product/service is offered to:

Organization Name _____

Contact name _____ State _____

Phone _____ Client Since _____

Organization Name _____

Contact name _____ State _____

Phone _____ Client Since _____

List any associations or Chambers of Commerce your product/service is offered to:

Organization Name _____

Contact name _____ State _____

Phone _____ Client Since _____

Describe below or submit any additional information about your company's history, reputation, quality of service, etc.:

VENDOR STATEMENT:

I have read the above Urbandale Chamber Affinity Partner Program Policies, Selection Criteria & Procedures document and have completed this application in compliance and agreement with the policies, selection criteria and procedures. Our organization is responsible for all costs related to the marketing of our product including postage, labor, envelopes and paid advertising or sponsorships. Furthermore, our organization is responsible for all order and payment processing as well as distribution. Our program requires a minimal time commitment from Urbandale Chamber staff. I understand the decision of the Urbandale Chamber is final.

Signature _____ Date _____

Printed name _____ Title _____

SUBMISSION INFORMATION:

Return to:
Tiffany Menke
President
Urbandale Chamber of Commerce
2830 100th St., Ste. 110
Urbandale, IA 50322
Ph: 515-331-6855
tmenke@urbandalechamber.com

The approval process requires at least 30 days. For more information about the Urbandale Chamber of Commerce visit www.uniquelyurbandale.com