

Urbandale Chamber of Commerce

Affinity Program Guidelines

Program Name: Urbandale Chamber Exclusives

The Urbandale Chamber of Commerce provides members with access to exclusive, value-added benefits through the Urbandale Chamber Exclusives program. These affinity partnerships—offered by Chamber members in good standing—are designed to save fellow members time, money, or reduce liability.

To ensure these partnerships deliver meaningful value, the Chamber follows the guidelines below when evaluating and approving affinity partners.

Program Guidelines

- Member Eligibility:

Affinity programs are exclusive benefits available only to members of the Urbandale and Windsor Heights Chambers in good standing. Only Chamber members in good standing are eligible to serve as affinity program providers.

- Program Value:

Each proposed product or service must provide measurable cost savings, added value, or benefits not readily available in the open market. Offerings must have broad appeal and relevance to the Chamber's membership.

- Mutual Benefit:

Affinity programs must demonstrate clear value for all parties involved:

- Members: exclusive savings, added value, or reduced risk.
- Provider: increased visibility, credibility, and new business opportunities.
- Chamber: partnership value in the form of marketing exposure, affinity revenue, commission, or other financial benefit that strengthens the Chamber's ability to serve members.

- Approval Process:

Programs are reviewed and recommended by the Chamber's Member Benefits Committee and require approval from the Chamber's Board of Directors. Once approved, affinity programs are administered by Chamber staff.

- Proposal Process (Affinity Partner Application):

Programs are selected through an Affinity Partner Application process, promoted to all Chamber members via email and/or newsletter annually to ensure transparency and equal opportunity.

- Promotion and Visibility:

Approved affinity programs will be featured on the Chamber website, highlighted in newsletters, and showcased during the Maximize Your Membership 2.0 event. Providers are encouraged to actively promote their offerings at Chamber events and through Chamber communication channels.

- Provider Responsibilities:

Providers must engage in joint marketing efforts, including advertising in Chamber publications and sponsoring programs when possible. Providers must submit monthly written reports detailing marketing efforts, account activity, and member participation metrics. Providers are expected to meet annually with Chamber staff to review program performance. Providers must notify the Chamber promptly of any changes to pricing, service delivery, or program terms.

- Program Term and Renewal:

Approved partnerships are typically valid for up to 36 months, after which programs will be re-evaluated or re-bid. Renewal evaluation will consider member participation, program performance, compliance with guidelines, and overall value to members. The Board may consider exceptions as appropriate.

- Compliance and Legal:

Providers must comply with all applicable federal, state, and local laws. Providers are responsible for any required licenses, insurance, or certifications.

- Termination / Withdrawal:

The Chamber may terminate an affinity program for noncompliance, failure to meet expectations, or significant member complaints. Providers may withdraw from the program with written notice to the Chamber.

- Confidentiality:

Any member data shared with the provider may be used only for the approved affinity program and may not be sold, shared, or used for other purposes.

- Program Limitations / Disclaimers:

The Chamber does not guarantee results, manage orders, or process payments. Participation in an affinity program does not imply endorsement of the product or service beyond the defined program benefits.

Affinity Partner Application

For vendors seeking approval to offer a product or service through the Urbandale Chamber of Commerce.

Vendor Information

Contact Person: _____ Title: _____

Business/Organization: _____

Phone: _____ Email: _____

Product/Service Information

Formal Name of Product/Service: _____

Description: _____

Member Benefit: How will this save time, money, or reduce liability? _____

Target Audience: Individuals (B2C) Businesses (B2B) Other: _____

Proposed Member Discount: _____

Is there a Non-Dues Revenue/Royalty/Commission/Marketing Fee built in for the Chamber:

No Yes

If **yes**, describe compensation plan to the Chamber. _____

If **no**, your offer does *not* qualify as a Chamber Exclusive; please add your offer for free to the Member 2 Member discount page: uniquelyurbandale.chambermaster.com/login

Availability: Is this discount or benefit available elsewhere? No Yes (If yes, where?) _____

Ordering Process: Describe how members access your product/service (website, phone, ID, etc.). The Chamber does not process orders or payments. _____

Additional Information

Are you currently in litigation? No Yes (If yes, explain) _____

Are you under government investigation? No Yes (If yes, explain) _____

Any conflicts of interest? No Yes (If yes, explain) _____

References (list up to two organizations currently offering your program):

1. Organization: _____ Contact: _____ Phone: _____

2. Organization: _____ Contact: _____ Phone: _____

Please **attach** any additional information about your company's reputation, history, or quality of service.

Vendor Statement

I have reviewed and agree to the Urbandale Chamber Affinity Program Policies and Procedures. I understand our organization is responsible for:

- Designing all co-branded marketing materials
- Order processing and customer fulfillment
- Providing monthly payment of any non-dues revenue, royalty, commission, or marketing fee.

I understand the Chamber's decision regarding approval is final.

Signature: _____ Date: _____

Printed Name: _____ Title: _____

Return Completed Application To:

Tiffany Menke, President

Urbandale Chamber of Commerce

2830 100th St., Ste. 110, Urbandale, IA 50322

Ph: 515-331-6855 | Email: tmenke@urbandalechamber.com

Please allow a minimum of 30 days for review.

Visit www.uniquelyurbandale.com for more information.