



## Affinity Partner Program Application

*For use by vendors wishing to promote their products or services at a discounted rate to members of the Nevada Society of CPAs.*

### 1. Vendor Information - Please print or type

Contact Person	Title	
Vendor/Company		
Address		
Phone	Fax	E-mail

### 2. Product/Service Information

Formal Name of Product/Service	
Nature of Product/Service	
What is the benefit to NSCPA members?	
Will the Society receive non-dues revenue based on participation? <input type="checkbox"/> No <input type="checkbox"/> Yes, please explain	
Is your product available to others? <input type="checkbox"/> No <input type="checkbox"/> Yes, who?	
How?	What is the regular price?
Member Price/Discount Percentage	
Can your product be purchased at this special price elsewhere? <input type="checkbox"/> No <input type="checkbox"/> Yes, where?	
Please explain how members would order/use your service. Include usage of special ID or phone number, ordering information etc. Please note at no time should the NSCPA be responsible for order or payment processing.	

### 3. How does your company differ from your competitors?

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#### 4. Marketing Strategy

- Your product/service will be highlighted in NSCPA publications and posted on the NSCPA's Affinity Partners section of our website.
- Please submit samples of marketing materials and a proposed marketing plan for review.
- Telephone, e-mail and fax solicitations are not permitted.
- All marketing materials must be approved by the NSCPA prior to distribution

Target Audience:  All Members  Public Accounting Firms  
 Members in Management, Business and Industry  Student Members  
 Members in Public Accounting  Other, please specify \_\_\_\_\_

Do you intend to market through direct mail? Please note: All marketing materials must be approved by the NSCPA.

No  Yes/Mailing Frequency?  Annual  Semi-Annual  Quarterly

Target Mailing Date

Number of pieces in mailing?

NSCPA affinity vendors are required to spend a minimum of \$1,000/year on paid advertising and/or sponsorships with the NSCPA. Please indicate which advertising/promotional option you are most interested in?

- The Silver State CPA newsletter that incorporates feature articles
- e-Advertising - NSCPA website
- Exhibitor/Conference Special Event Sponsorship Packages
- NSCPA mailing lists; includes preferred mailing addresses (no email or telephone numbers)

#### 5. References

Please list at least three reference below.

Contact Name	Company	Location	Phone	Client Since
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Do you offer your service/product to other state CPA societies? If yes, please list:

Contact Name	State	Phone	Client Since
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Feel free to describe below or submit any additional information about your company's history, reputation, quality of service, etc.

## 6. NSCPA Policy on Special Mailings by Outside Vendors

**APPLICATION.** Before any new offer is approved, the vendor must submit an application to the NSCPA membership department detailing the product or service being offered. A copy of the material to be mailed and/or sample product should accompany this application. Proposals will not be considered without an application unless the NSCPA initiates the program.

**APPROVAL.** The membership department will review all applications and forward its recommendations for potential services along with the application to the NSCPA executive committee for approval.

**NOTIFICATION.** The membership department will notify vendors regarding the decision of the executive committee. Upon written request, NSCPA will provide a mailing list to the approved vendor. The vendor will be restricted to one mailing list per quarter. Each mailing list may only be used one time for one mailing. All mailing lists are confidential and are not to be shared or sold for other purposes. Vendors who offer their product or services on a regular basis must obtain approval for each mailing regardless of whether or not changes were made since the previous mailing.

**MARKETING PLAN.** All products and services will be marketed under an approved marketing plan, which would exclude marketing through telephone, fax or e-mail solicitation and be consistent with the NSCPA Affinity Partner Guidelines. Upon termination of contract, further solicitation of NSCPA members is prohibited.

**MAILINGS.** Postal regulations prohibit the NSCPA from sending non-Society material in third-class nonprofit mailings. All special offers must be mailed in a separate, self-contained mailing. All mailings are the responsibility of the vendor.

## 7. Vendor's Statement

I have read the above NSCPA Policies on Special Mailings by Outside Vendors and have completed this application in compliance with the policy. All marketing will be completed upon approval by the NSCPA. Our organization is responsible for all costs related to the marketing of our product including postage, labor, envelopes and advertising space. Furthermore, our organization is responsible for all order and payment processing as well as distribution. Our program requires a minimal time commitment from NSCPA staff. I understand that the decision of the executive committee is final.

Signature

Date

Printed Name

Title

## 8. Submission Information

Return to: NSCPA Membership Department, 5250 Neil Road, Suite 205, Reno Nevada 89502, Phone: 775-826-6800 or 800-554-8254 Fax: 775-826-7942. For more information please contact, NSCPA Membership Coordinator, Melanie Thompson at ext. 100 or at [mthompson@nevadacpa.org](mailto:mthompson@nevadacpa.org). The approval process requires at least 45 days.

## For Internal Use Only

Received

MD

MC

Notified

Comments