

## **NVCPA Affinity Partner Policies**

It is **recommended** that all products/services/programs:

- \* Be offered at a discounted price that is unavailable without a special arrangement and is attractive to the majority of NVCPA members or firms/companies.
- \* Be consistent with the professional image of the NVCPA.
- \* Be offered on a statewide basis. Vendors cannot specifically exclude an area of the state.
- \* Be provided by an organization with a reputation for quality and service.
- \* Be at the vendor's expense (including marketing, mailing, postage, advertising, etc.)
- \* Be marketed to members only under an approved marketing plan, which would exclude marketing through telephone, fax, or email solicitations, and be consistent with the NVCPA Affinity Partner Policy on Special Mailings by Outside Vendors (see item #5 of Affinity Partners Application.
- \* Include in their marketing plan a commitment to be a sponsor and/or exhibitor at NVCPA business meetings, conferences and/or other Society special events at a minimum annual dollar amount agreed to by both the potential Affinity Partner and NVCPA management on an annual basis.
- \* In most instances, be on a non-exclusive basis, i.e. NVCPA members would not be prevented from using other vendors.
- \* Ordinarily involves arrangements in which the NVCPA receives royalties for its participation.
- \* Benefit and relate primarily to members or firm/company's business operation and/or professional services. However, other services which would personally aid the members (such as discount admission tickets, etc.) might be offered as a secondary or supplemental service.
- \* Not involve order processing by NVCPA. Staff work time should be kept to a minimum, such as mailing applications upon request.
- \* Be easily accessible to members (toll-free numbers, Website addresses, fax-on-demand).

It is **required** that all products/services/programs:

- \* Must provide the NVCPA a member usage report at least on a quarterly basis.