



CHARTERED PROFESSIONALS  
IN HUMAN RESOURCES

**British Columbia  
& Yukon**

## **SUBMITTING A PROPOSAL FOR AFFINITY PARTNERSHIP**

Between CPHR BC & Yukon and your Organization

### **PREAMBLE**

As the association representing over 6,600 HR professionals in B.C. and the Yukon, CPHR BC&YUKON is continually looking at means of providing added value to its members, whether through the delivery of its priority activities and programs, or through offerings of select products and services relevant to human resources or to the business of people management, with exclusive benefits for CPHR BC & YUKON members.

In order to serve its membership, CPHR BC & Yukon will strive to grow the number of partner programs and services it provides, without significantly increasing membership dues. It is important that CPHR BC & Yukon ensure that these partner programs and services are offered exclusively to its members, and are deemed relevant and useful by the membership. To achieve this, CPHR BC & Yukon is open to developing some select, mutually beneficial partner relationships that may: a) generate revenue for the association by means of a shared revenue agreement and/or b) provide members with an exclusive savings or discount to members on the product or service provided. The program, products and services offered by the Affinity Partner will be actively promoted to members by the association, and members will be made aware of the exclusive nature of the offering.

## **AFFINITY PARTNERSHIP FRAMEWORK**

CPHR BC & Yukon has developed the following criteria for the development of Affinity Partnerships:

### **1. Relevance of Product, Service or Offering**

The products, services or promotions must be highly relevant to the business of HR

### **2. Membership Value**

The partnership should be focused on 'exclusive' benefits that are considered highly-valuable by CPHR BC & Yukon members and available only through membership with the association.

### **3. Revenue Potential for CPHR BC & Yukon**

Revenue-sharing opportunities created through carefully chosen partnerships can enhance the CPHR BC & YUKON's ability to generate additional revenue while providing value for members.

### **4. Marketing of program to CPHR BC & Yukon Membership**

To ensure growth and success of the program, CPHR BC & Yukon and the partner will commit to a proposed marketing plan to create awareness of the offering and partnership. Ongoing marketing of the program/service/product will be established, for the duration of the agreement. The plan will vary with each partner, but the channels and opportunities available include: stand-alone email blasts, mentions in member newsletters, online logo placement, social media, PeopleTalk & PeopleTalk Online, direct mail, opportunities to share educational content via presentation or in writing, sponsorship of conferences, symposiums, networking events, etc.

### **5. Reporting**

The partner must have the capability to monitor program participation by CPHR BC & Yukon members and to report regularly to the association on program activity and growth.

### **6. Supplier Exclusivity**

There may be instances where CPHR BC & Yukon will provide an Affinity Partner with supplier exclusivity, meaning that the association will not engage others in the same field (parameters to be determined in contract) in similar Affinity Partnerships. CPHR BC & Yukon will not; however, agree to exclusivity in terms of general advertising sales, membership or involvement with competitors for purposes beyond an Affinity Partnership.

## **OPPORTUNITIES AND BENEFITS**

Opportunities and Benefits for Partners include, but are not limited to:

- Potential for market penetration and business growth
- Access to a captive base of target customers (6000+ members)
- Endorsement from CPHR BC & Yukon, an association with a strong and established reputation in the HR community
- Credibility to the products/services offered and increased trust in the supplier via CPHR BC & Yukon's endorsement
- Increased visibility through CPHR BC & Yukon's promotions to both members and the larger business community

## **PROCESS**

CPHR BC & Yukon will reach out to prospective Affinity Partners regarding the opportunity to submit a proposal for consideration.

Any proposal should outline the following:

- Terms for discount/exclusive offerings to members
- Specific product or service being offered to members, including pricing
- Revenue share percentages, with any requirements and limitations clearly stated
- Description of reporting process
- Requests related to marketing, promotion and content sharing.

Proposals will be reviewed by CPHR BC & Yukon's Director of Business Development. Select members of the association may be consulted at any point during this process to establish relevancy of the product/service, but any specifics related to company name, pricing and revenue agreements will not be shared with members.

If it is determined that CPHR BC & Yukon sees value in moving ahead with the partnership, we will work with the partner to translate the proposal into either a short-term trial, annual or multi-year agreement. A prospective partner does not become an Affiliate Partner until deliverables are agreed upon and a contract is signed by both parties.