

## **Submit a Proposal to Become an Affinity Partner**

### **Preamble**

As the association representing over 8,500 HR professionals in Western Canada, CPHR BC & Yukon is continually looking at ways to provide 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.

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 deemed relevant and useful by members. To achieve this, CPHR BC & Yukon will consider 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 on the product or service provided. Products, programs, and services offered through an Affinity partnership will be promoted to members by the association, and members will be made aware of the exclusive nature of the offering as a benefit of membership.

## **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 expects the partner to commit to a pre-determined marketing plan to ensure ongoing awareness of the offering. The plan will vary with each partner, dependant on budget, and discounts will be negotiated for Affinity Partners. The channels and opportunities available include: stand-alone email blasts, mentions in member newsletters, online logo placement, social media, association magazine advertising and speaking opportunities at members education events.
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.

## **Opportunities and Benefits for Partners**

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 (8,500+ members)
- Endorsement from CPHR BC & Yukon, an association with a strong and established reputation in the HR community
- Increased visibility through promotions to both members and the larger business community

## **Process**

Any proposal for Affinity Partnership consideration 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
- Budget available for marketing, promotion and content sharing opportunities.

Proposals will be reviewed by CPHR BC & Yukon's Senior 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 Affinity Partner until deliverables are agreed upon and a contract is signed by both parties.