



## 2020 Affiliate Partner Levels and Benefits Comparison

<b>Affiliate Partnership Benefits</b>	<b><u>Silver</u> \$1,500 Annually</b>	<b><u>Gold</u> \$2,750 Annually</b>	<b><u>Platinum</u> \$5,250 Annually</b>
<b>BASIC BENEFITS</b>			
Display AACM logo – Use AACM logo on your marketing material, business cards, email signatures & brochures to let everyone know you are a member of AACM	X	X	X
Members Contact List – Spreadsheet with primary and vendor contact information for each member	X	X	X
Luncheons – Attendees allowed (cost per person applies)	2	3	6
Printed Directory – Distributed annually in June. Must be an affiliate Jan-Mar to be included that year. Listed alphabetically in your service category. All Affiliates have full listing with contact info. See levels for extras.	Full listing only	Full Listing & 150 char. description	Full Listing, 300 character company description & logo
AACM Website Directory - Listed alphabetically by level. Limited listing includes company name, contact name, phone & email only. Full listing also includes address and web address w/link to website.	Limited Listing	Full Listing including website link	Full Listing including website link and company logo
Participate in Other Annual Events – Golf Tournament, Trade Shows, and others as applicable (additional cost applies)	X	X	X
Participate on Committees - Events, Membership, Outreach and Southern Arizona Action Committee (SAAC)	X	X	X
New Affiliate Spotlight – Quarterly email blast highlighting new Affiliates and Members.	X	X	X
Platinum & Gold Affiliate Spotlight – Email blasts highlighting Platinum & Gold Affiliates with logo and link to company website.		X	X
Platinum Partner Website Spotlight – Platinum Partner logos displayed on scroll of AACM & CERTS website			X
Platinum Partner Spotlight - Platinum Partners listed on quarterly email blast highlighting new Affiliates and Members			X
<b>ADDITIONAL BENEFITS</b>			
<b>LUNCHEONS</b>			
Distribution of Marketing Materials (must request with RSVP to luncheon)		Shared marketing table in lobby	Marketing table in lobby and put goodies in Platinum Partner bags for Manager seats
Special Seating – Reserved Platinum Partner table and/or AACM Board & Guests table (limit 1 ea., subject to availability)			X
<b>OTHER EVENTS</b>			
Annual Private Event with AACM Board and Management Member Executives			X

<b>Affiliate Partnership Benefits (Continued)</b>	<b>Silver \$1,500 Annually</b>	<b>Gold \$2,750 Annually</b>	<b>Platinum \$5,250 Annually</b>
VIP Receptions			X
Platinum Partner Council Meeting (semi-annual)			X
AACM PAC Raffles – Provide prize to be raffled off at events or luncheons	X	X	X
<b>PROMOTIONAL OPPORTUNITIES</b>			
PowerPoint Slideshow – Highlighted on slideshow displayed at beginning of all CAAM & CEU classes			X
Advertising and Sponsorships Opportunities Directory Ads, Golf Tournament, Trade Shows & CAAM Binders	3 <sup>rd</sup> Opportunity	2 <sup>nd</sup> Opportunity	1 <sup>st</sup> Opportunity
Presentation to AACM Board – Make a ten-minute presentation to AACM Board prior to their meeting (scheduled in advance – restrictions apply)			X
Retractable Banner – Display retractable banner at events and class sponsorships (standard size 33” W x 80”H)			X
Assist at Luncheons (Registration or Door Greeter)			X
Advertising Poster – Provide 18”x24” poster (portrait or landscape) for display in our classroom. We frame and you can change it out as often as you like.			X
<b>EDUCATION OPPORTUNITIES</b>			
Accredited Affiliate Partner program (AAP) Attend an annual AAP class, sign the AACM Code of Ethics Acknowledgement and receive special AAP logo to use on email signature and website, Certificate of Completion, and recognition in online directory and printed Resource Connections Directory (restrictions apply)	X	X	X
Participate on Education Committee (requires application process)			X
Assist Education Committee develop CAAM/CEU course materials		X	X
Instruct CAAM/CEU Courses (requires approval)		2 <sup>nd</sup> Opportunity (rarely available)	1 <sup>st</sup> Opportunity
Sponsor CAAM & CEU Classes – Bring snacks & make 10-minute presentation at beginning of class. Opportunity to greet members (class attendees), setup a retractable banner, have a raffle, place swag and/or marketing material at each seat. (Scheduled in advance)			X

AACM strives for a positive, long lasting relationship with our Affiliate Partners and the best beginning for that relationship is to choose the Affiliate Partner level that works best for your company. Using as many of the opportunities within your partnership level will help you obtain the greatest benefit.

**If your target market is the HOA community, AACM can help you stand out in the crowd and build business relationships with community managers!**

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