



## 2021 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 signature block & brochures to let everyone know you are an Affiliate Partner 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	5	7
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 logo. Platinum will be showcased to set it apart from Gold & Silver listings. See levels for extras.	Full Listing & company logo	Full Listing, company logo, company description or Additional Services (150 characters)	Showcased Full Listing, company logo, & company description and/or Additional Services (300 characters)
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 and company logo	Full Listing & Website link and company logo	Full Listing, 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
<b>LUNCHEONS, EVENTS,</b>			
Distribute Company Marketing Materials (Request at time of Luncheon RSVP)		Marketing tables 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
Annual Platinum Partner Event with AACM Board and Management Member Executives			X
Platinum Partner Council Meeting (semi-annual)			X
VIP Receptions			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>
<b>PROMOTIONAL OPPORTUNITIES</b>			
AACM PAC Raffles – Provide prize to be raffled off at events or luncheons	X	X	X
Advertising and Sponsorships Opportunities Directory Ads, Golf Tournament, Trade Shows & CAAM Binders	X	X	X
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	X
PowerPoint Slideshow – Highlighted on slideshow displayed at beginning of all CAAM & CEU classes			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 and help develop CAAM/CEU course material (requires application process)			X
Instruct CAAM/CEU Courses (requires approval)		X	X
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 first step is to choose the Affiliate Partner level that works best for your company. Using all 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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