



WICPA AFFINITY PARTNER PROGRAM

POLICIES, SELECTION CRITERIA AND PROCEDURES

A. Program Definition

WICPA Affinity Partner Programs are arrangements in which WICPA's name and/or logo are attached as an act of marketing support only. Written permission will be given by the President & CEO and/or the Chief Financial & Operating Officer upon approval of the partnership.

B. Program Policy

The WICPA may enter into partnerships and similar arrangements with commercial providers of products and services according to the following policy:

1. All partnerships and similar relationships must be reviewed fairly and objectively by both the WICPA President & CEO and the WICPA Chief Financial & Operating Officer.
2. All partnerships and similar relationships must be approved by both the WICPA President & CEO and the WICPA Chief Financial & Operating Officer.
3. The product or service in question must be designed to benefit the members in the conduct of their business.
4. There must be a written agreement with the commercial provider.
5. Arrangements may be reviewed by legal counsel to ensure that the arrangement does not expose WICPA to liability, endanger the tax-exempt status of WICPA or result in any other unintended consequences – liability, tax or otherwise.
6. All advertising and promotion by the provider/partner must be approved in advance by WICPA's Chief Financial & Operating Officer.
7. The commercial provider must agree to indemnify and hold WICPA harmless in the event of any liability associated with WICPA Affinity Partner Programs.
8. Partnership with the WICPA shall not be deemed a guarantee, warrantee, or other assurance of quality, safety, or fitness for use.
9. Partnerships with the WICPA shall never suggest or require the exclusive use of a provider/partners' service.
10. All Affinity Partner Programs shall avoid the appearance of or create a situation where there is a conflict of interest.
11. All Affinity Partner Programs shall not influence WICPA programs or policies, conflict with policies or goals, or affect the objectivity of WICPA Board members, staff or members.
12. Affinity Partners are considered "preferred" vendors; however, they are not offered exclusivity in order to give WICPA members choices among similar types of products/services.

13. Affinity Partners should not represent that WICPA or any of WICPA's promotional marketing materials and content constitutes an endorsement of Affinity Partners' products or services.

C. Selection Criteria

When a provider's product/service is being considered as either a member benefit provider or an affinity partner, the WICPA will apply criteria that include, but may not be limited to, the following:

1. Alignment with the scope of WICPA's mission, vision and goals
2. Presumptive benefit to the member
3. Presumptive minimal risk to the member
4. Expected benefit to the WICPA and its members
5. Strength of proposal presented to WICPA
6. Financial strength/stability of provider and, if applicable, administrator
7. Evidence of both front- and back-end service capabilities of the highest standards
8. Availability of Web-based and toll-free customer service lines
9. References
10. Pricing
11. Claim payment/fulfillment philosophy
12. Marketing philosophy
13. Results of assessment as compared to competing providers whenever possible
14. Track record in servicing the association market

D. Selection Process/Procedures

The WICPA will conduct a thorough evaluation process, with the understanding that the member benefit or affinity partner may be disqualified from further consideration at any step:

1. **Requestor Submits Application:** Requestor submits a completed and signed application for consideration as an Affinity Partner by email or mail to the WICPA office.
2. **The Request is Reviewed:** The Business Development Manager reviews the application to ensure it is complete. The application is then forwarded to the WICPA Chief Financial & Operating Officer. The Chief Financial & Operating Officer and President & CEO shall apply the objectives and criteria set forth above in making a recommendation regarding the proposed application. When appropriate, the Chief Financial & Operating Officer may forward the application to a Membership Advisory Group for further review.
3. **Approval Process of Partnership:** Upon review of the application submitted and consideration of the selection criteria, the Chief Financial & Operating Officer & CEO may approve or decline the partnership.
4. **Communication of Decision:** The Chief Financial & Operating Officer communicates the decision to requestor via electronic mail or by standard USPS mail.
5. **Agreement Reduced to Writing:** Upon approval, the Chief Financial & Operating Officer works with the Business Development Manager and requestor's representatives to prepare and finalize a written agreement that is in substantial compliance with the WICPA Partnership Policy.

E. Responsibilities and Requirements

All approved Affinity Partner Programs shall be governed by a provider services and marketing agreement.

The WICPA shall:

1. Be indemnified.
2. Grant non-assignable use of the WICPA partnership only in connection with specific product(s) or product line, or service(s) included and approved on application.
3. Partnerships shall be non-exclusive (i.e. organizations with similar products/services may become vendors to WICPA).
4. Have approval right over all marketing copy to ensure accuracy, and consistency with WICPA policy and credibility.
5. Have discretion to terminate the partnership.
6. Other terms may be included in each partnership agreement as appropriate and as negotiated by both parties.
7. Promote partners through a variety of print and electronic media including
 - a. Company logo, description and link on the WICPA website.
 - b. Company logo and description in member benefit advertisements in print publications.
 - c. Company logo, description and link in member benefits emails to WICPA members.
 - d. Allow use of the Affinity Partner logo on company materials
 - e. Provide a complimentary one-time use of the full WICPA membership mailing list.
 - f. Provide preferred placement of exhibit space at sponsored events.
8. Meet and/or check in periodically with Affinity Partner.
9. Schedule a yearly meeting each fall to discuss strategy and renew marketing agreement for the following year.

Approved Affinity Partners shall:

1. Develop a detailed marketing plan of products and services to be approved by the WICPA. All offers must be mailed in separate, self-contained mailings. Vendors who offer their products or services on a regular basis must obtain approval for each mailing regardless of whether or not changes have been made in the direct mail piece since the previous mailing. All mailing lists are confidential and are not to be shared or sold for other purposes.
2. Spend a minimum of \$3,000 per calendar year on paid advertising (print or digital) and/or sponsorships with the WICPA. Details will be outlined in the Marketing Agreement.
3. Sign the Affinity Partner marketing agreement which will outline the WICPA and vendor responsibilities, royalty provisions (if applicable), renewal procedures, governing laws, indemnification and liability.