



Becoming A Preferred Provider

The Process

First, please provide material explaining the service along with references. If the service is thought to be of interest and benefit to VWA members, the Membership Committee will vote on the service provider and their products. If voted in we ask the service provider to:

1. Become a member of the association.
2. Provide an added benefit or discount that only members of the VWA will receive
3. Participate in meetings and receptions with your attendance and /or sponsorship
4. Provide the association with marketing materials and literature, preferably with the VWA's logo on the materials.
5. Promote only endorsed products and services at events and in the literature carrying the VWA name or logo
6. Promote membership to the VWA to non dues paying members
7. Provide non dues revenue when possible

The VWA will provide the member service provider in return with:

1. A letter to the membership stating you are our preferred & endorsed provider for the products and/or services agreed upon
2. Advertisements in the on-line newsletter
3. Advertising on the VWA web site
4. Complimentary advertising in other mailers using stuffers
5. Assistance with promoting and selling your products and services
6. Suggested contacts or referrals
7. Provide display space at some events and/or include marketing pieces in with meeting materials
8. A copy of the member list in the format of your choice.
9. A 75% discount on newsletter sponsorship.

In addition, if either party determines the partnership is not beneficial or not working out at a minimum a 30-day cancellation notice will be given.

Name _____ Date _____

Preferred Partner Signature _____

VWA Representative _____ Date _____

VWA Signature _____

Preferred Partners Information Form:

To better serve you please assist us with some additional information about your business and planned partnership with VWA.

- 1) What is your primary product line or service you wish VWA to endorse?

- 2) Do you serve all of Virginia? If not, what area or region do you serve?

- 3) Please provide 3 references with contact information:

- 4) What discounts on what products and services are you willing to offer to only VWA members?

- 5) Do you have the ability or plans to do your own marketing to VWA members other than what VWA would do for you as a Preferred Partner? If so, what forms or format of marketing?

Company: _____

Completed By: _____

Phone Number: _____

Email: _____