MISAC Affinity Partner Program

MISAC is pleased to announce the establishment of its Affinity Partner Program. The primary purpose of this new program is to provide discounted goods and services and/or time saving tools to the members (cities, special districts, etc.) of the association.

MISAC recognizes that in order for this program to be a success, there must be three winners:

Affinity Partner Program Provider – The companies providing the products or services must be “winners” under this program by realizing increases in customers and/or net revenues.

MISAC Members – Association members who use the products and services provided by the Affinity Partner, specifically the cities, special districts and agencies that comprise the MISAC membership, must realize a “win” in that by using the Affinity Partner Program product or service allows them to save money or time.

MISAC – MISAC, as an organization, must also see a “win” such that marketing, administering and promoting the program (i.e., the Affinity Partner’s goods and services) to its members is not only not a drain on resources, but, in fact could provide a source of non-dues revenue to the organization.

Process – If your company is interested in becoming a MISAC Affinity Partner, following is the process to do so:

Submit a Concise, Written Proposal – Since it is anticipated each proposal will differ depending upon the goods and/or services being proposed, MISAC does not have a standard template to be followed. Essentially, MISAC asks that you provide a thorough explanation of what your company is proposing. Please include the following:

- Outline the benefit the MISAC member agency will receive by taking advantage of what is being proposed including a comparison to what a non-member would pay or receive for the same service(s) or good(s). In other words, explain how the agency benefits as a result of being a MISAC member.
- Outline/explain the process by which it is anticipated the Affinity Partner will work with the individual MISAC member to secure the benefit being proposed (i.e., procurement steps, maintenance, etc.).

Board Review – Once the proposal has been received and reviewed by staff, it will be again be reviewed by the MISAC Board of Directors for final approval, suggested modifications, or rejection.

Signed Agreement – After MISAC Board approval has been secured, the Affinity Partner will be required to enter into a one-year (unless otherwise mutually agreed) agreement that will outline the duties and responsibilities of both the Affinity Partner and MISAC. Included in that agreement will be an Affinity Partner Fee payable from the Affinity Partner to MISAC. Unless otherwise mutually agreed, the Affinity Partner Fee will be $5,000*. For this fee, the Affinity Partner will receive:
1) A rotating banner ad on MISAC’s MISAConnect homepage (new to MISAC as of 8/19/19). The banner ad (provided by the Partner) will include a “sticker” on the ad indicating the company is a MISAC Affinity Partner, a link to the established Affinity Partner website as designated by the Partner;

2) A header over the rotating banner ads indicating all advertisers in the rotating banner ad are Affinity Partners;

3) Contact information in the Affinity Partners listing on the MISAC website, and;

4) Prominent recognition the company is an Affinity Partner at the Partner’s booth (if exhibiting) at the MISAC Annual Conference. Affinity Partners will not be guaranteed booth space at the MISAC Annual Conference.

* Strategic Partner Discounts – Approved Affinity Partners who are also MISAC Strategic Partners will be afforded discounts as follows:

- **Platinum Strategic Partner** – Should a Platinum Strategic Partner also become an approved Affinity Partner, the Affinity Partner Fee will be waived but the company will not be included in the rotating banner ad on the MISAConnect website. Should the Platinum Partner that is also an approved Affinity Partner desire to be included on the rotating banner ad, they may purchase the ad at a 50% discount off the $5,000 Affinity Partner Fee, prorated quarterly.

- **Gold Strategic Partner** – Should a Gold Strategic Partner also become an approved Affinity Partner, the $5,000 Affinity Partner Fee will be reduced by 25% and prorated on a quarterly basis to coincide with the end of the Strategic Partnership year (July 1 – June 30). Simply put, if a Gold Strategic Partner is approved as an Affinity Partner between July 1 and September 30, their Affinity Partner Fee would be $3,750. If approved between October 1 and December 31, their Affinity Partner Fee would be $2,500. If approved between January 1 and March 31, their Affinity Partner Program Fee would be $1,250. The expiration date for the Affinity Partnership and the Strategic Partnership would share a common June 30 expiration date. This fee would include the MISAConnect ad until the June 30 expiration.

If your company is interested in becoming a MISAC Affinity Partner, please submit your proposal to MISAC’s Executive Director Brad Walker via email or regular USPS mail. Walker’s email address is BradW@misac.org. Mailing address is Brad Walker, MISAC, 950 Glenn Drive, Suite 150, Folsom, CA 95630.