

REBA Affinity Partner Program

REBA's Affinity Partner Program is a mutually-beneficial partnership, in which the partnering company will offer discounts on products/services *exclusively* to REBA members, and in turn, REBA will help promote that company and the services they provide. The Affinity Partner member rate is \$500 per year. Below you will find information about this program, including marketing opportunities and an overview of setting up a new partnership. To learn more, please contact Nicole Cohen at cohen@reba.net.

Advertising & Marketing Opportunities

- **Access to Member Section of REBA Web Site**
- **REBA eNews Announcements**
 - ◆ REBA's electronic newsletters keep members updated on all available affinity partnership programs and member benefits, as well as upcoming events and breaking news.
 - ◆ An eNews will be sent to all REBA members announcing the launch of the Affinity Partnership.
 - ◆ Affinity Partners are welcome and encouraged to submit text for future eNews announcements.
- **Contact Information Included in REBA Member Resource Guide**
 - ◆ REBA's Member Resource Guide is located on the REBA Web site, www.reba.net, under Member Benefits. This Guide is also sent to all new REBA members upon joining.
- **Promotional Flyers Included in Packet Sent to New REBA Members**
 - ◆ Affinity Partners are welcome to provide REBA with promotional flyers to be included in every New REBA Member Packet, which is sent to all new members upon joining.
- **Complimentary and Unlimited Use of REBA Member Mailing List**
 - ◆ Affinity Partners will have free and unlimited use of REBA's member mailing list.
 - ◆ Mailing enclosures need to be pre-approved by REBA.
- **Articles Posted on the REBA Blog**
 - ◆ Affinity Partners are invited to submit articles to be posted on the REBA Blog.
 - ◆ Articles should be sent to Peter Wittenborg at wittenborg@reba.net.
- **Continuing Education Semi-Annual Conferences**
 - ◆ Discounts on exhibitor registration and sponsorship opportunities at REBA's semi-annual conferences, which include 10 breakout sessions, 50 exhibitors and 600-700 attendees.
 - ◆ The REBA Spring Conference (SC) is held on the first Monday in May and the REBA Annual Meeting & Conference (AMC) is held on the first Monday in November.
- **Use of the REBA Logo**
 - ◆ Affinity Partners are given licensed use of the REBA logo on their company letterhead and marketing materials.

Affinity Partnership Set-up Overview

- **Request Announcement** from Affinity Partner for REBA eNews.
- **Request Marketing Materials** from Affinity Partner for REBA's New Members Packet and Web site.
- **Request Affinity Partner's Logo** for REBA to use in promotional materials and web site.
- **Confirm Contact Person** at Affinity Partnering Company with address, telephone, email, etc.