



## YWRC PREFERRED PARTNER CRITERIA

The Youngstown/Warren Regional Chamber provides our members with cost-saving discount programs to help support their businesses and improve their bottom line. We do this through our affinity program partnerships. Affinity programs provide high-quality products and services at great prices to our members and serve as a non-dues revenue source for the Regional Chamber.

Preferred Partners are able to utilize the Chamber logo on their marketing materials. The Chamber distributes marketing materials in our new member packets, as well as presents the product/service to all new member prospects and current members via email, social media, print and website. Preferred partners are also highlighted in our monthly Member Benefit emails, sent to all contacts within our membership.

The Regional Chamber receives many requests each year, and in order to facilitate these requests and ensure that we are partnering to provide the best possible benefit for our members, the following criteria has been established for Preferred Partners' review and selection.

### CRITERIA FOR CONSIDERATION:

- The program must create a return on membership investment by providing discounts/savings that are exclusive to Chamber members and unavailable to non-members of the Chamber.
- The program must offer members a product or service that approximately 75% or more of our total membership would need or could utilize.
- The company offering the program must create a revenue stream for the Youngstown/Warren Regional Chamber.
- The program must not compete with any other current Preferred Partner agreement.
- The Preferred Partner must actively market the program to membership by creating and printing marketing and enrollment materials, utilizing social media and other media channels to create awareness for the program, attending Chamber functions to present the program on a regular basis, follow-up with all new members monthly and attend new member orientations, as well as communicate with membership via direct mail at least one time per year.
- The Preferred Partner must supply the Chamber with quarterly reporting, indicating marketing efforts and results for the quarter and year-to-date, as well as provide a year-end report to show overall enrollment and engagement in the program.

### THE PROCESS:

- Request for Proposal: We invite all members to submit an offer or proposal if all criteria are met, as we are always reviewing member benefits to ensure we are meeting the needs of our membership.
- The Regional Chamber will review the proposal and complete an analysis, conducting research on the product, service and vendor for quality and price, and review all other Chamber members who offer the same product and service. If multiple members offer the same product and service, the RFP will be offered to all members in this category, once the complete analysis is done.
- Review: The Chamber team will review all proposals and select based on group decision.