



# NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS

## **NAWBO Affinity Partnership Requirements and Guidelines**

A National Association of Women Business Owners (NAWBO) Affinity Partner Program is a program that generates a revenue stream for the association derived from purchase of a product or service by NAWBO members. Each affinity agreement will be evaluated by NAWBO and the Affinity Partner (AP) three months prior to the expiration of the agreement to determine whether to renew. If the agreement is renewed for a second twelve-month term, three months prior to the completion of the second term negotiations will commence to upgrade the affinity agreement to a national corporate partnership, wherein a NAWBO corporate partnership does not already exist. The AP will be expected to upgrade their relationship with NAWBO within two years and become a NAWBO National Corporate Partner at the Sponsor level, currently an investment of \$30,000 or greater annually. Should the offering company choose not to upgrade to a corporate partner status for the following twelve-month period, NAWBO may terminate the relationship. AP agreements shall not be exclusive in any manner due to board mandate.

**In order to pursue the affinity partnership, NAWBO will review proposals to ensure the following minimum requirements are met:**

1. The offering company must be aligned with NAWBO's mission, values, and goals and have no legal, environmental, or social conflicts with NAWBO's mission;
2. The offering company's business, products, services, benefits, and terms of agreement may not conflict with any of NAWBO's National Corporate Partners;
3. The product or service offered must be readily available in all areas of NAWBO membership and there must be an expectation of successful market penetration;
4. The offering company must have a tracking mechanism currently in place to measure usage/sales by NAWBO members; and
5. There must be satisfactory evidence that the offering company is able to deliver the promised revenue stream and comply with terms of the NAWBO affinity agreement based on references from at least two associations.

**All NAWBO Affinity Partners agreements shall include the following provisions:**

1. The AP must guarantee NAWBO a minimum annual revenue stream of \$10,000 per annum. If the AP does not generate this revenue through an affinity program during the term of the agreement, the AP shall pay NAWBO the balance due within 90 days of the termination of the agreement;
2. The AP must assume all costs for the promotion of their product to the NAWBO membership;
3. Membership lists will not be provided directly to an AP. Distribution of promotional material and/or communication of any kind to NAWBO members shall be made either by NAWBO or through a third-party distribution channel selected by NAWBO at the expense of the AP;
4. The AP must maintain a mechanism to track the usage/sales to NAWBO members and provide NAWBO with a quarterly report of revenue earned by NAWBO;

5. The term of the AP agreement with NAWBO shall be a twelve-month period commencing on the date that both parties have signed the agreement. Agreements may be renewed for one additional twelve-month period based on the AP performance and compliance with the terms and conditions of the AP agreement;
6. The AP is required to purchase an exhibit booth at NAWBO's Women's Business Conference, provide an exhibit, and to attend the event during the term of the AP agreement. This purchase is above and beyond the guaranteed revenue stream to NAWBO. (Next event: June 12-14, 2008 at the Arizona Biltmore Hotel & Spa; cost: \$1,800 includes booth space and one full-conference registration); and
7. AP agreements shall be governed by and shall be construed in accordance with the law of the Commonwealth of Virginia.

If your company is interested in pursuing an affinity relationship with NAWBO, based on the guiding principles outlined above, please submit your proposal to NAWBO offices for review.

For tax reporting purposes, NAWBO is a tax-exempt organization as described in 501 (c) 6, tax ID number 23-7425967.

### **About NAWBO**

Founded in 1975, NAWBO propels women entrepreneurs into economic, social and political spheres of power worldwide. Thirty years later, NAWBO is still the only organization that solely represents the interest of women entrepreneurs in all industries. The organization's mission is to strengthen the wealth-creating capacity of its members and promote economic development; to create innovative and effective change in the business culture; to build strategic alliances, coalitions and affiliations; and to transform public policy and influence opinion makers. Visit [www.nawbo.org](http://www.nawbo.org) for more information.

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### **Contact**

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