

Become an Affinity Partner

CONNECT YOUR BUSINESS TO NATIONAL CITY AND THE SOUTH BAY AREA OF SAN DIEGO

Affinity programs are business partnerships in which a company offers special rates or services to other chamber members, and supports the Chamber through residual income benefits.

Another description of a Chamber Affinity program is: A business partnerships in which a company offers special rates or services to a chamber's members, to increase revenue for both organizations. For instance, a chamber may sell discounted products to its membership and profit share with the provider.

The bottom line is that through an affinity program all parties win:

- 1) The member or Affinity Member offering the special promotion to the other Chamber members, wins by increasing his sales, because the Chamber promotes his promotion to all the member base. This also helps the affinity member to promote its brand and services.**
- 2) The other members who receive the benefits of the promotion, save money by receiving a better price from the affinity member.**
- 3) The Chamber benefits by receiving a residual income or profit sharing from the affinity member.**

An example of this is:

Legal Shield, a Chamber member, offers other Chamber members a \$1.00 reduction on their monthly fees. Legal Shield also gives the Chamber a 8% royalty on any income it receives as a result of any chamber member that uses their services. Legal Shield benefits from the promotion that the Chamber does for the Affinity program, especially the promotion of Legal Shields Affinity promotion to other chamber members. The Chamber benefits by receiving a residual amount from the affinity member.

ELIGIBLE BUSINESS PARTNERS:

Office Supplies - Information Technology - Web Design - Merchant Services - Legal Assistance - Insurance Services - Printing - Marketing and PR

ADDITIONAL BENEFITS FOR AFFINITY MEMBER

Cross Marketing on Chamber Website - Listed in print collateral - Access to Chamber membership - Connect with prospective clients - No additional cost to participate - Incentivize new customers - Increase sales - Mutually beneficial relationship with NCCC.

Join our Affinity Program today and increase your sales and promotion to all Chamber members!