



Affinity Program for Corporate Partners

Overview

The Business Advantage Program is the Greater Houston LGBT Chamber of Commerce affinity program. The program is designed to bring together the vast buying power of the Chamber Membership with products and services that provide tangible monetary benefits (savings) to Chamber Members, to enhance the membership experience for existing Members and attract new Members.

The Business Advantage Program offers a special rate or type of service or product to Chamber Members. In return, the goal is that both the Affinity Partner and Chamber will see an increase in revenue. The Business Advantage offer will generally be geared to create a steady stream of income over time for the Affinity Partner and the Chamber. The offer must include a benefit for the Chamber and can include a benefit for members.

Successful affinity programs include an investment by the Affinity Partner to engage with Chamber Members on an ongoing basis to raise awareness of the product or service offering. Corporate Partners interested in making an offer through the Business Advantage Program should submit a Business Advantage Proposal Form. Proposals will be reviewed by the Chamber. Approved Advantage Offers should not be considered an endorsement by the Chamber.

Through the Business Advantage Program, Members may be offered services to assist in developing and implementing business and/or personal financial plans through various money management, insurance, training, discount, communications, leisure/entertainment, investment, and other programs. The product/service will offer a defined benefit(s) for the Chamber to qualify for the Business Advantage Program.

Participation in products and services offered through the Business Advantage Program is purely voluntary. The Greater Houston LGBT Chamber of Commerce makes no guarantees in regard to the Business Advantage Program, the products and services available, or the business providing the products and/or services. The Chamber will not be held liable for any losses resulting from participating in Business Advantage Program products and services.

Guidelines

- The Chamber only accepts Business Advantage Offer proposals from current Corporate Partners in good standing based on the Chamber's [Standards of Conduct & Ethics](#).
- Corporate Partners eligible to provide Business Advantage offers must be a current Bronze Level Corporate Partner or higher (see Tier levels).
- Business Advantage Offers must have a defined offer period from 1 year – 3 years and align with the Chamber's membership benefits renewal period (January – December).
- The Business Advantage offers' benefits must be honored during the terms of agreement without changes unless otherwise approved by the Chamber.
- Offers made through the Advantage Program should not be considered an endorsement by the Chamber.
- The product or service offer being proposed for this program ideally will provide a cost savings or added value to the Chamber members (unless the benefit is exclusively for the Chamber) that would not otherwise be available to Chamber members and other businesses on an individual basis or in the general marketplace. The offer will not include multiple layers of “middlemen” as part of the program.
- The product or service offer being proposed must include some type for benefit for the Chamber. Generally, the benefit will be financial, but not limited to income generation.
- The product or service (offer) can be limited to a financial benefit for the Chamber and qualify under the Business Advantage Program with no discount or savings directly for Chamber members. However, a discount or savings for Chamber members is highly encouraged to promote member engagement.

Guidelines continued

- Products or services proposed for this program must have a relatively broad level of appeal to the Chamber's membership. Those with a very limited potential appeal to the Chamber's Members will not be considered.
- Proposed Business Advantage offers will be evaluated and approved by the Chamber prior to being implemented and made available to the Chamber membership.
- The Business Advantage Program Affinity Partner will be required to supply all marketing materials, including printed and digital, to the Chamber and help promote the program.
- The Chamber will consider, but not necessarily approve all applications to the Business Advantage Program.
- The Chamber may terminate a Business Advantage offer. Notice will be provided in writing.
- The Member providing the Advantage Offer may cancel the offer at any time with a 90-day written notice to the Chamber that includes an explanation as to the cancellation.
- Corporate Partner fees will not be refunded if Business Advantage offer is cancelled.

Appropriate research will be conducted before entering into agreement to ensure that company is reputable and not in conflict with the mission and values of the Greater Houston LGBT Chamber of Commerce. Affinity Partner will not be provided with emails for Chamber members, but leadership can determine if the Chamber will distribute information to membership via email based on the contracted agreement.

**Submit
Your
Proposal
Today!**

Corporate Partner Member Tiers

Tier 1

- Offer listed under Special Savings section of Chamber website in highest tier position.
- Benefit Insert included in New Member and Renewal packets (collateral provided by affinity partner)
- Benefit highlighted in New Member Welcome email
- Three Featured Benefit email blasts to members on an annual basis (standalone)
- Promotional materials displayed at Chamber events (based on event logistics and Chamber approval)
- Two complimentary full-page ads in Business Intersections (approximate value \$1,800) promoting benefit (collateral provided by affinity partner)
- Bi-monthly social media promotion annually
- Blog Post highlighting Affinity Partner and product or service offering
- Three newsletter promotions
- Promotion of benefit as Member Hot Deal
- Highest Tier for Member Benefits email (based on alphabetical sort for Tier 1 Affinity Partners)
- Option to provide Direct Mail to members twice per year (additional cost, Chamber will handle distribution, Affinity Partner will provide collateral)
- Two tabling opportunities at a Chamber event (event determined by the Chamber and event availability)
- Opportunity to promote Corporate Partner benefit at two events annually (at Chamber's discretion)
- Benefit promoted via slider on website once per year

Corporate Partner Level: Affinity Partner must be a Diamond Corporate Partner.

Members or Corporate Partners interested in making an offer through the Business Advantage Program must submit a [Business Advantage Proposal Form](#). Proposals will be reviewed by the Chamber.

Corporate Partner Member Tiers continued

Tier 2

- Offer listed under Special Savings section of Chamber website in a top tier position
- Insert included in New Member and Renewal packets (collateral provided by affinity partner)
- Benefit highlighted in New Member Welcome email
- Two Featured Benefit email blasts to members on an annual basis (standalone)
- Promotional materials displayed at Chamber events (based on event logistics and Chamber approval)
- One complimentary full-page ad in Business Intersections (approximate value \$900) promoting benefit (collateral provided by affinity partner)
- Quarterly social media promotion annually
- Blog Post highlighting Affinity Partner and product or service offering
- Two newsletter promotions
- Promotion of benefit as Member Hot Deal
- Top listing for Member Benefits email (based on alphabetical sort for Tier 2 Affinity Partners)
- Option to provide direct mail to members once per year (additional cost, Chamber will handle distribution, Affinity Partner will provide collateral)
- One tabling opportunity at a Chamber event (event determined by the Chamber and event availability)
- Opportunity to promote Corporate Partner benefit at one event annually (at Chamber's discretion)
- Benefit promoted via slider on website twice per year

Corporate Partner Level: Affinity Partner must be a Titanium Corporate Partner.

Corporate Partner Member Tiers continued

Tier 3

- Offer listed under Special Savings section of Chamber website – third tier placement
- Insert included in New Member and Renewal packets (collateral provided by affinity partner)
- One Featured Benefit email blast to members on an annual basis (standalone)
- Promotion of benefit as Member Hot Deal
- One complimentary full-page ad in Business Intersections (approximate value \$900) promoting benefit (collateral provided by affinity partner)
- Up to three social media promotions annually
- Blog Post highlighting Affinity Partner and product or service offering
- One newsletter promotion
- Third tier listing for Member Benefits email (based on alphabetical sort for Tier 3 Affinity Partners)
- Benefit promoted via slider on website once per year

Corporate Partner Level: Affinity Partner must be a Platinum Corporate Partner.



Corporate Partner Member Tiers continued

Tier 4

- Offer listed under Special Savings section of Chamber website – fourth tier placement
- Insert included in New Member and Renewal packets (collateral provided by affinity partner)
- Two combined Featured Benefits email blasts to members on an annual basis
- One complimentary half page ad in Business Intersections (approximate value \$650) promoting benefit (collateral provided by affinity partner)
- Up to two social media promotions annually
- Blog Post highlighting Affinity Partner and product or service offering
- One newsletter promotion
- Promotion of benefit as Member Hot Deal
- Fourth tier listing for Member Benefits email (based on alphabetical sort for Tier 3 Affinity Partners)
- Benefit promoted on via slider on website once per year

Corporate Partner Level: Affinity Partner must be a Gold Corporate Partner.

Tier 5 - Base

- Offer listed under Special Savings section of Chamber website
- One combined Featured Benefits email blasts to members on an annual basis
- One complimentary quarter page ad in Business Intersections (approximate value \$475) promoting benefit (collateral provided by affinity partner)
- One social media promotion annually
- Blog Post highlighting Affinity Partner and product or service offering
- Promotion of benefit as Member Hot Deal

Corporate Partner Level: Affinity Partner must be a Corporate Partner.



**Submit
Your
Proposal
Now!**

**Complete the form at
<https://bit.ly/3oIH9Eo> to submit your
proposal today!**

**Questions? Contact us at
info@houstonlgbtchamber.com
or by phone at 832-510-3002.**

The Greater Houston LGBT Chamber of Commerce is the leading voice for the Greater Houston LGBTQ+ and Allied Business Community. The Chamber is the only organization focused on the LGBTQ+ and Allied Business Community and economic inclusion for the LGBTQ+ community in the greater Houston region.

