



2022 Phoenix Affiliate Partner Levels and Benefits Comparison

Affiliate Partnership Benefits	<u>Silver</u> \$1,500 Annually	<u>Gold</u> \$2,750 Annually	<u>Platinum</u> \$5,250 Annually
BASIC BENEFITS			
Display AACM logo – Use AACM logo on your marketing material, business cards, email signature block & brochures to let everyone know you are an Affiliate Partner of AACM	X	X	X
Members Contact List – Spreadsheet with primary and vendor contact information for each member	X	X	X
Luncheons – Attendees allowed (cost per person applies)	3	5	7
Printed Directory – Must be an affiliate Jan-Mar to be included that year. Listed by Level alphabetically in your service category. See levels for extras.	Half Page Listing with company logo & website	Full Listing, company logo, website, 500 characters company description	Full Listing, company logo, website, 800 characters company description
AACM Website Directory – Listed alphabetically by level.	Full Listing, company logo & website link	Full Listing, company logo & website link	Full Listing, company logo & website link
Participate in Other Annual Events – Golf Tournament, Trade Shows, and others as applicable. (additional cost applies)	X	X	X
Participate on Committees – Events, Membership & Outreach	X	X	X
New Affiliate Spotlight – Quarterly email blast highlighting Affiliates & Members.	X	X	X
Platinum Partner Website Spotlight – Platinum Partner logos displayed on scroll AACM & LMS website			X
LUNCHEONS, EVENTS,			
Distribute Company Marketing Materials (Request at time of Luncheon RSVP)	½ Marketing table in lobby	Marketing table in lobby	Platinum Partner bags With your business card and/or goodies for managers
Special Seating – Reserved Platinum Partner table and/or AACM Board & Guests table (limit 1 ea., subject to availability)			X
Annual Platinum Partner Event with AACM Board and Management Member Executives			X
Platinum Partner Council Meeting			X
REFERRAL OPPORTUNITIES			
Refer an HOA Management Company or Affiliate Partner, if they join, you will be paid a referral fee by the level they join. Not to exceed \$1000 in a fiscal year.	If they join at Silver, you receive \$50	If they join at Gold, you receive \$100	If they join at Platinum, you receive \$150

PROMOTIONAL OPPORTUNITIES			
AACM PAC Raffles – Provide prize to be raffled off at events or luncheons	X	X	X
Advertising and Sponsorships Opportunities Directory Ads, Golf Tournament, Trade Shows & other events	X	X	X
Assist at Luncheons	X	X	X
AACM Affiliate Partner Website Tips – Submit HOA Tips & Info to be showcased on our website.	X	X	X
PowerPoint Slideshow – Highlighted on slideshow displayed at beginning of all CAAM & CEU classes		X Company Name Listed	X Company Name Listed along with logo
Advertising Poster – To display in our classroom. Platinum - we frame, you can change it out as often as you like. Gold – Done annually at the beginning of the year.		X Large, shared poster provided by AACM	X 18"x24" Poster (Portrait or Landscape)
Presentation to AACM Board – Make a ten-minute presentation to AACM Board prior to their meeting (scheduled in advance – restrictions apply)			X
Retractable Banner – Display retractable banner at events and class sponsorships (standard size 33" W x 80"H)			X
EDUCATION OPPORTUNITIES			
Accredited Affiliate Partner program (AAP) – Attend an annual AAP class, sign the AACM Code of Ethics Acknowledgement and receive special AAP logo to use on email signature and website, Certificate of Completion, and recognition in online directory and printed Resource Connections Directory (restrictions apply)	X	X	X
Instruct CAAM/CEU Courses (requires approval)		X Receive Second Pick after Platinum	X Receives First Pick
Participate on Education Committee and help develop CAAM/CEU course material (requires application process)			X
Sponsor CAAM & CEU Classes – Bring snacks & make 10-minute presentation at beginning of class. Opportunity to greet members (class attendees), setup a retractable banner, have a raffle, place swag and/or marketing material at each seat. (scheduled in advance)			X

AACM strives for a positive, long-lasting relationship with our Affiliate Partners and the first step is to choose the Affiliate Partner level that works best for your company. Using all the opportunities within your partnership level will help you obtain the greatest benefit.

If your target market is the HOA community, AACM can help you stand out in the crowd and build business relationships with community managers!

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