

REACH | ENGAGE | SUCCEED

CalCPA 2021 Affinity Program

CalCPA prides itself on offering our members the benefits of an **Affinity Marketing Program** that allows for businesses and organizations to offer special discounted pricing and offers to our members due to their affiliation with CalCPA.

As a CalCPA Affinity Partner, you receive:

- Sponsored emails dedicated to content sent to our subscribing members;
- Banner ads promoting specials and products;
- Half-page magazine ads in *California CPA* magazine;
- Listing on our products page;
- Rotating banner opportunities on our products page;
- Opportunity to be highlighted additionally, as needed, in a CalCPA designed affinity focused ad or email; and,
- Other marketing and advertising opportunities for affinity partners not included in the program can be accessed via a paid contract with our advertising team.

To maintain the value of our program, CalCPA will monitor the number of partners within each category and performance of the revenue share, as well as ensure the partnership remains a value to our members. We do this to keep the value for our members and provide them with special access to products and services that are of interest to their needs. CalCPA reviews the contract terms yearly for our partners to maintain a fresh and appropriate offering to our members.

Expectations of our affinity partners include:

- Timely content for any space reservations made;
- Routine reporting and payment for revenue share;
- Special offer, pricing or promotion that is of value to our members; and,
- Landing page hosted and created by the affinity partner for lead tracking.

For more information, contact:

Denise Bethel

Director, Member Value and Partnerships
CalCPA and CalCPA Education Foundation
Cell: (619) 788-8555
denise.bethel@calcpa.org

www.calcpa.org