



2022 CalCPA Affinity Program

CalCPA prides itself on offering our members exclusive discounts to select products and services as part of our Affinity Partner Program. As a CalCPA affinity partner, your organization would receive access to integrated advertising opportunities to reach our members, including:

- spotlight on member savings webpage calcpa.org/affinity
- sponsored emails (limited)
- half-page color print ads (limited)
- text and banner ads in e-newsletters (based on availability)
- spotlight in CalCPA Affinity promotional emails throughout the year

(Frequency and placement are at the discretion of CalCPA)

CalCPA reviews Affinity Partner contract terms yearly to maintain a fresh and appropriate offering to our members to ensure we are providing them with special access to products and services that are of interest. CalCPA monitors the number of partners within each category and performance of the revenue share. We do this to keep the value for our members

Expectations of our affinity partners:

- Timely content for any space reservations made (content not received by due dates are subject to campaigns being moved to a later date or cancelled);
- routine reporting and payment for revenue share;
- offer specials and pricing or promotion that are of value to our members; and,
- landing page hosted and created by the affinity partner for lead tracking.

For more information:

Denise Bethel, Director, Member Value and Partnerships
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Leslie Cunningham, Program Coordinator, Affinity Programs
Leslie.cunningham@calcpa.org

Affinity Partner Signature to confirm understanding:

Name: _____

Company: _____

Date: _____

Email us at advertising@calcpa.org or visit calcpa.org/affinity for more information.