



# Affinity Program for BUSINESS LEVEL MEMBERS

# Overview

The Business Advantage Program is the Greater Houston LGBTQ+ 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. Business level members interested in making an offer through the Business Advantage Program must 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 can exclusively benefit 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 LGBTQ+ 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 Business Level Members in good standing based on the [Chamber's Standards of Conduct & Ethics](#).
- Members eligible to provide Business Advantage offers must be at the Business Premium Level 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 of 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

- 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.
- Membership 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 LGBTQ+ 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.

# Business Level Member Tiers

## Tier 1

- 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
- 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 1 Affinity Partners)
- 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 benefit at one event annually (at Chamber's discretion)
- Benefit promoted via slider on website once per year

**Membership Level:** Affinity Partner must be a President's Circle member

# Business Level Member Tiers

## Tier 2

- Offer listed under Special Savings section of Chamber website
- Insert included in New Member and Renewal packets (collateral provided by affinity partner)
- One Featured Benefit email blast to members on an annual basis
- Promotion of benefit as Member Hot Deal
- One complimentary half page ad in *Business Intersections* (approximate value \$650) 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
- Second tier listing for Member Benefits email (based on alphabetical sort for Tier 2 Affinity Partners)

**Membership Level:** Affinity Partner must be an Executive Level member or higher

## Tier 3

- Offer listed under Special Savings section of Chamber website
- One complimentary quarter page ad in *Business Intersections* (approximate value \$475) promoting benefit (collateral provided by affinity partner)
- One combined Featured Benefits email blasts to members on an annual basis
- Up to 2 social media promotions annually
- Blog Post highlighting Affinity Partner and product or service offering
- Promotion of benefit as Member Hot Deal

**Membership Level:** Affinity Partner must be a Business Premium member or higher





**Submit  
Your Proposal  
TODAY!**

**Complete the Business  
Advantage Proposal Form  
at <http://bit.ly/3HZ5ki8>**

info@houstonLGBTQChamber.com | 832-510-3002  
[HoustonLGBTQChamber.com](http://HoustonLGBTQChamber.com)

