



# Associate Membership and Partnership Program



# ASSOCIATE MEMBERSHIP

**Open the door to California's largest network of professionals that serve vulnerable children and families in California**

Build strong relationships with the decision makers in our 140+ member agencies. Tailor your products and services to meet their needs.

With the Alliance, you'll get unique promotional opportunities for your products and services; stay current on industry news; get updates on legislation and advocacy efforts; and connect with decision makers in other member agencies.

Now, we're shining an even brighter spotlight on our Associate members with new, upgraded benefits.

Increase your company's visibility to ensure you're continually growing your business relationships. Consider becoming part of our network and submit your application today!

## ASSOCIATE PROFESSIONAL (\$750 Annually)

*NOTE: Member MUST be a sole proprietor or retiree*

### Benefits:

- Our bi-monthly *Someday Morning* newsletter
- Action, Member and Event Alerts
- Member rate for conference attendance and conference sponsorship
- Listing with description of services on Associate member page on website



## ASSOCIATE MEMBER (\$1,250 Annually)

### Benefits:

- Enrollment of up to five company employees, who will receive:
  - Our bi-monthly *Someday Morning* newsletter
  - Action, Member and Event Alerts
- Member rate for conference attendance
- Listing with description of services on Associate member page on website
- Opportunities to submit presentation content for conference sessions
- Opportunities to publicize events and activities in newsletter
- Opportunity to list savings on Alliance Affinity/Member Discount page



## **ASSOCIATE PARTNER (\$5,000 Annually)**

Includes all the benefits of Associate membership, plus:

- \$3,000 conference sponsorship allowance (equivalent to two Event Sponsorships)
- Preferred listing on Alliance website
- Exclusive Use of the Premier Partner brand indicia



## **ASSOCIATE PREMIER PARTNER (\$10,000 Annually)**

Includes all the benefits of Associate membership, plus:

- \$6,000 conference sponsorship allowance (equivalent to two Premier Sponsorships)
  - First right to Conference premier sponsorships
  - Premier selection of exhibit space
- Premier listing on Associate member page
- Exclusive Use of the Premier Plus Partner brand indicia
- Unlimited number of company employees, who will receive:
  - Our bi-monthly Someday Morning newsletter
  - Action, Member and Event Alerts
- Company logo or small brick ad on the Alliance Home Page with website link
- Company logo on Conference Registration page
- Company logo, information and link listed in Someday Morning twice a year
- Company's recorded webinars posted on Alliance webinar page



## **ASSOCIATE STRATEGIC ALLIANCE PARTNER (\$20,000+ Annually)**

All the benefits of Associate Premier Plus Membership, plus:

- Additional exposure on Alliance website
- Ability to present Alliance-promoted webinars
- First priority for presentations at Alliance Conference
- Present professional articles for publication in newsletter
- Yearlong visibility and recognition at statewide events
- Other benefits as negotiated (e.g. time to address Alliance Board, small group marketing opportunities, etc.)



### Alliance Members:

The California Alliance of Child and Family Services is a statewide association of more than 140 private nonprofit child and family serving agencies committed to providing the highest quality services in the most caring and effective fashion.

### Benefits of an Associate:

- **Access to the Alliance's Printed Membership Directory** — Consider it your connection to future business. The Alliance Member Directory includes complete contact information for senior management of all members and is an invaluable sales, marketing and networking tool.
- **Referrals Through the Alliance Online and Printed Roster** — Your roster listings include complete contact information. Your online listing also includes a complimentary hyperlink to your corporate Web site and email address.
- **Valuable Discounts on Advertising and Exhibits** — As an associate, you'll enjoy significant savings on advertising rates and exhibit space fees.
- **Enhanced Visibility** — Use the Alliance as your industry networking forum. Associates enjoy access to speaking opportunities and conference participation, as well as authorship opportunities in *Someday Morning*. Share your expertise while gaining valuable exposure within the industry.
- **Education Vital to Your Success** — The Alliance offers training and workshops throughout the year on all aspects of the child and family service industry. If you provide a service to this marketplace, it is vital that you understand the legal, financial and operational intricacies of this complex business. The more you know, the better you can serve your clients. Associates enjoy significant discounts on registration fees at conferences and specialty seminars, as well as complimentary subscriptions to *Someday Morning*.

### Conditions of Associate Status:

Associate status in the California Alliance is available to organizations and professionals that provide products and/or services to or for California Alliance members or to the child care service field in general, and who support the mission and goals of the California Alliance. Associate status is authorized under the California Alliance Bylaws and granted under rules and regulations adopted by the California Alliance Board of Directors. **Associates are not members of the California Alliance and Associate status does not confer membership rights of any kind.** Organizations or professionals eligible for provisional or general membership are not eligible for Associate status; Associates are organizations or professionals who provide service to Alliance members. Associates are expected to conduct their business in an ethical manner so as to not bring their association with the California Alliance in question. Failure to pay dues or to abide by Rules adopted by the California Alliance shall result in termination of Associate status. By signing this application below, the prospective Associate understands and agrees to these Conditions.

### Associate Status Does Not Imply Endorsement:

The granting of Associate status by the California Alliance is *not* an endorsement, real or implied, of the products and/or services offered by the Associate. The Associate may *not* claim any such endorsement by the California Alliance of its products and/or services in any oral, written, visual, audio or electronic communication to California Alliance members or to the public at large. By signing this application below, the prospective Associate understands and agrees to this prohibition of endorsement rights.

**Associate Dues:**

**Businesses and Organizations:**

- **Associate Professional: \$750**
- **Associate Member: \$1,250.00**
- **Associate Partner: \$5,000.00**
- **Associate Premier Partner: \$10,000.00**

Initial dues are payable (does not include \$150 non-refundable application fee) upon approval of Associate status by the Board of Directors and initial dues will be pro-rated if mid-year and yearly dues are due on Jan. 1. One (1) California Alliance member must be provided as a reference on the application below. Following payment of the initial annual amount, the Associate will receive a copy of the membership roster, notification of conferences and workshops, regular and special written or electronic communication (e.g., “Someday Morning”), and will be listed on the California Alliance website and on the Associate Roster. By signing this application below, the prospective Associate understands and agrees to these dues requirements. Additional benefits apply to Associate Partner and Associate Premier Partner statuses.

**Professional** Associate Status is a special program for individuals (not businesses or organizations) who are involved in research, lobbying, corporate or institutional planning, issues management, technology assessment, policy analysis, urban and regional planning, and related areas. Professional Associates include clinical professional, educators, consultants, government and business leaders, researchers, think-tank members, corporate planners, retired executives, and other individuals involved in child and family services. **Initial dues of \$750 are payable (does not include \$150 non-refundable application fee)** upon approval of Professional Associate status by the Board of Directors and initial dues will be pro-rated if mid-year and yearly dues of \$750 are due on Jan. 1. One (1) California Alliance member must be provided as a reference on the application below. Following payment of the initial \$750, the prospective Associate will receive a copy of the membership roster, notification of conferences and workshops (Associates pay the member fee attached to any such conferences and workshops), regular and special written or electronic communication (e.g., “Someday Morning”), and will be listed on the California Alliance website and on the Associate Roster. By signing this application below, the prospective Associate understands and agrees to these dues requirements.

<b>PLEASE COMPLETE AND SUBMIT WITH THE NON-REFUNDABLE APPLICATION FEE OF \$150 (Initial dues are in addition to the application fee of \$150).</b>		
<b>Name:</b>		
<b>Contact :</b>	<b>Title:</b>	
<b>Address:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip Code:</b>
<b>Phone: (    )    </b>	<b>Fax: (    )    </b>	<b>Cell: (    )    </b>
<b>E-mail Address:</b>		<b>Website:</b>
<b>Type of Business:</b>		
<b>List as a Reference, one Alliance Member:</b>		
<b>Corporation or LLP number designation:</b>		
<b>Please attach brochures, marketing information, and other relevant documentation.</b>		

I have read this application, understand the conditions and requirements of Associate Status of the California Alliance as described herein, and agree to abide by these conditions and requirements.

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Authorized Signature

Title

Date