



# ALUMNI ASSOCIATION

## Partner Structure

The following document outlines the marketing services and opportunities that the Florida State University Alumni Association (FSUAA) will provide in its business partnerships.

### ***Corporate Partners – \$25,000***

Corporate Partners will receive:

- Marketing table at FSUAA events (dependent on Corporate Partners' targeted audience)
  - Invitation to participate in:
    - Kick-Off Luncheon
    - Club Leadership Weekend
    - Happy Hours at FSUAA
    - Emeritus Reunion and Weekend
- One full page advertisement in two editions of *VIRES*® magazine, per year
- Advertisement on FSUAA benefits page, included on the footer of every FSUAA and FSUSAA eblast
- Opportunity to insert promotions to all members in weekly membership fulfillment packages and FSUAA events and programs
- Two direct mail pieces to targeted audience
- Number of dedicated eblasts to targeted audience, per signed agreement
- Social media and online marketing

### ***Event Partners – \$1,000 to \$2,500\****

Constituent groups are charged with finding this funding and deciding the parameters and longevity of the partnership.

Examples encouraged by FSUAA include:

- Thank you partner sign at entrance of event
- Brief remarks on the partner in program

\*Will work with Programs staff to create values of current events (Emeritus Coffee Chats, Student Alumni Association's Beat T-shirts, and all other Constituent Group tailgates and events). This will not include our signature events.

***Affinity Partners – Royalty deals***

Affinity Partners will receive:

- Advertisement on FSUAA benefits page
- Tailored affinity program
- Link to our targeted audience
- Advertisement in our monthly “Did You Know?” campaign
- Discounted rates on *VIREES*® magazine ads
- Word of mouth advertising through conversations with current and potential members

***Member Benefit Partners – Offer exclusive member-only benefit***

In return for offering a percentage off or other deals to FSUAA members, Member Benefit Partners will receive:

- Advertisement on FSUAA benefits page
- Flexibility to create a discount program best suited to your company or organization’s needs
- Word of mouth advertising through conversations with current and potential members



# ALUMNI ASSOCIATION

## Affinity or Member Benefit Partner Interest Form

*Application to be completed by potential Affinity or Member Benefit Partner*

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Corporate Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Organization's social media handles:**

**Facebook** \_\_\_\_\_

**Twitter** \_\_\_\_\_ **Instagram** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address (if different from above):** \_\_\_\_\_

\_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Contact Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

### The Product/Service

**Type of Product/Service:**

*Please check which service your organization provides.*

- |  |   |
|--|---|
| <input type="checkbox"/> Healthcare            | <input type="checkbox"/> Business Services  |
| <input type="checkbox"/> Travel                | <input type="checkbox"/> Automotive         |
| <input type="checkbox"/> Entertainment         | <input type="checkbox"/> Insurance          |
| <input type="checkbox"/> Gifts and Merchandise | <input type="checkbox"/> Financial Services |
| <input type="checkbox"/> Education             | <input type="checkbox"/> Other              |
| <input type="checkbox"/> Food and Beverage     |   |

**The Product/Service (continued)**

Description of product/service:

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Why do you feel you are right for our alumni?

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Does the product have licensing approval? (e.g., *Collegiate Licensing Company*)

Yes

No

Does your promotion have seasonal limits or exclusions to its discount usage?

Yes

No

If yes, please describe the seasonal limitations or exclusions:

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Can you provide creative assistance for our marketing team?

Yes

No

Can you provide your marketing plan outline?

Yes

No

Can you provide marketing materials (e.g., rack card, buck slips for tabling venue?)

Yes

No

Are you interested in a discounted *VIRES*® advertising rate?

Yes

No

Can you provide artwork?

Yes

No

### Customer Service

Who will handle the customer service for our members' inquires of your product or member benefit?

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Can you provide a proven track record of service? Please include in your application any supporting material from previous clients.

- Yes  No

Can you provide quarterly reporting on member usage of product?

- Yes  No

Can you provide a cobranded website landing page?

- Yes  No

Can you provide (3-5) university alumni association or non-profit references?

- 1) Organization: \_\_\_\_\_  
Contact person: \_\_\_\_\_ Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_
  
- 2) Organization: \_\_\_\_\_  
Contact person: \_\_\_\_\_ Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_
  
- 3) Organization: \_\_\_\_\_  
Contact person: \_\_\_\_\_ Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_
  
- 4) Organization: \_\_\_\_\_  
Contact person: \_\_\_\_\_ Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_
  
- 5) Organization: \_\_\_\_\_  
Contact person: \_\_\_\_\_ Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**FSU Alumni Association Data**

Are you going to require our data for marketing purposes?

- Yes  No

How often and for what purposes?

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**Commitment**

Can you provide a 2-3 year standard agreement?

- Yes  No

**Parent Company**

How long have you been in business with this service/product?

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*If you have any questions regarding the application or the FSU Alumni Association Affinity or Member Benefit Program please contact Valerie Colvin, director of membership & business development at vcolvin@fsu.edu.*

*Please fax completed forms to 850.644.8847, Attention: Valerie Colvin.*



# ALUMNI ASSOCIATION

## Affinity or Member Benefit Partner Policy

### Objective

The Florida State University Alumni Association (FSUAA) is committed to participating in affinity programs that provide quality, discounted products and services to our alumni base and enhance the value of their membership. We are looking for businesses and organizations that offer products or services that can benefit the FSU alumni base and provide a wide array of services to over 300,000 alumni and 22,000 FSU Alumni Association members.

Affinity Partners offer royalty deals with their member-only benefit.

Member Benefit Partners offer exclusive member-only benefit.

### Categories of Desirable Partners

- |  |   |
|--|---|
| <input type="checkbox"/> Healthcare            | <input type="checkbox"/> Business Service   |
| <input type="checkbox"/> Travel                | <input type="checkbox"/> Automotive         |
| <input type="checkbox"/> Entertainment         | <input type="checkbox"/> Insurance          |
| <input type="checkbox"/> Gifts and Merchandise | <input type="checkbox"/> Financial Services |
| <input type="checkbox"/> Education             | <input type="checkbox"/> Other              |
| <input type="checkbox"/> Food and Beverage     |   |

The FSU Alumni Association shall evaluate potential affinity relationships by examining four key areas.

- i. The Product/Service:
  - a. Must be a unique service or a special benefit only available to alumni members.
  - b. If a discount, can it be positioned in a way to make membership more attractive?
  - c. Must be relevant to the members in either their personal or professional lives.
  - d. Any products involved must be licensed by the appropriate authorities.
    - Contact [www.clc.com](http://www.clc.com) - Collegiate Licensing Company and Sherry Dye, director of trademark and licensing.
  - e. Complement, relate to, or support other programs, partnerships, sponsorships or services of FSUAA.
  - f. Be able to provide a documented track record of years of outstanding customer service.
  - g. Drive membership in FSUAA.
  - h. Must not compete with existing partnerships.

## II. Role of the Partner

- a. Must be willing to report quarterly on the program's status in a mutually agreed upon format.
- b. Develop a detailed marketing plan that does not require substantial out-of-pocket expenditures by FSUAA.
- c. Provided expected participating rates and revenue projections for the term of the proposed agreement.
- d. Must have a detailed and/or unique marketing plan.
  - Must not rely exclusively on FSUAA to tell them how to market, but must be willing to listen to suggestions.
- e. Must offer outstanding customer service.
- f. Produce high quality personalized marketing materials.
- g. Furnish transparency language in all marketing materials, so that alumni know that the revenue generated helps support FSUAA programming.
- h. Produce sufficient background and verifiable financial information on company or organization.

## III. Limitation to Marketing

- a. FSUAA staff will assist in marketing of sponsor, but not sales of individual products.
- b. Our president may sign an approved letter for a partner, but s/he and FSUAA staff will not be responsible for composing marketing pieces.
- c. Opportunities to purchase limited ad space in the biannual *VIRES*® magazine will be offered at a discounted rate to affinity partners.
- d. FSUAA will give use of logo and name for a mailing with final approval rights over all printed items. We cannot design or write the text, though we can make design or text suggestions on drafts or in the planning phase.
- e. FSUAA will have final say over all electronic communications.

## IV. Contractual elements

- a. FSUAA will look for a commitment of 2–3 years in the initial agreement.
  - FSUAA staff and Board of Director members will review criteria annually.
  - Must provide a clause of early termination on the part of either party, with a minimum of 30 days' written notice.
- b. Upfront guarantees will be specified in agreement.
- c. Require confidentiality and/or privacy statements.
- d. Require that mailing/distribution lists not be used for any purpose other than specific marketing campaign authorized by FSUAA.
- e. Must provide measures for ensuring the security and integrity of the alumni database.
- f. Should include an addendum that outlines projected marketing elements and projects anticipated performance.



- g. Should provide sufficient financial and legal protection to FSUAA based on the level of risk associated with the program proposed.