



Massage Therapy

ASSOCIATION OF MANITOBA INC.

MEMBER AFFINITY PROGRAM PARTNERSHIP GUIDE

Connect your product or service with our 1,200+ members

The purpose of this program is to add value to MTAM membership by providing attractive products and services geared to members who, without the benefit of MTAM's group purchasing power, might be unable to obtain a comparable product, service or price.

The MTAM is always looking to partner with selected suppliers to offer discounts to our over 1,200 members on various products and services. In addition to providing discount benefits, the Affinity Program also funds various MTAM programs and events through its revenue generation and corporate sponsorships. This means MTAM is better able to serve its members at no extra cost to its membership.

YOUR INVESTMENT: ANNUAL AFFILIATION FEE

Affinity Partners, in most cases, are expected to pay an annual fee of **\$295 (plus GST)** that compensates the MTAM for the staff time expended on the program and for the active marketing including print and mailing costs for sending Affinity Program information to all members. For Affinity partners who are able to give our Members extremely high-value offers / very favorable pricing, this fee will be waived.

PROGRAM CRITERIA

To be considered as a partner, a product or service must:

- Provide a unique benefit in terms of price, product or service that members would be unable to obtain elsewhere in the marketplace.
- Appeal to a large segment of MTAM's membership or provide a specific, unique benefit to a small segment of MTAM's membership who would be otherwise unable to obtain the product or service.

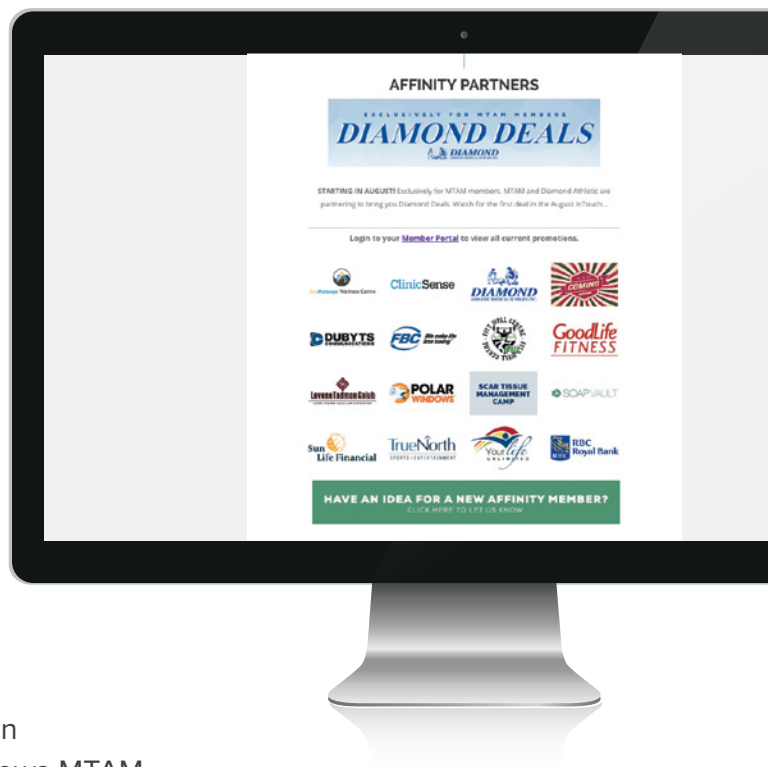
Massage Therapy Association of Manitoba, 175 Marion Street, Winnipeg, MB R2H 0T3

Phone (204) 927-7979 | Toll Free (866) 605-1433 | Fax (204) 927-7978 | info@mtam.mb.ca | mtam.mb.ca

YOUR BENEFIT: MARKETING TO MEMBERS

Affinity Partners will be rewarded with active marketing of their products or services to MTAM members including:

- A multi-line listing on the MTAM Affinity Program / Member Benefits print & electronic member publication (electronic publication comes with a link as well)
- A 200 x 250 pixel sized ad box linking to an 8.5 x 11" downloadable PDF (describing the partner offer) on the MTAM Affinity Program / Member Benefits dedicated web space and download directory.
- The MTAM will provide the web ad box design for approval by the partner.
- Download Directory. All Affinity Partners will provide an 8.5 x 11" PDF ad that describes the offer and which allows MTAM members to download, bring it in, or quote an MTAM special code, to verify the number of times an offer is used.
- E-Newsletter link. The Affinity Partners dedicated web page will be linked directly from the E-Newsletter and e-updates throughout the year.
- Affinity Partner logos will appear on other media that reach members throughout the year.



ADDITIONAL MTAM ADVERTISING

Affinity partners are given best rates on any additional advertising.

Web Advertising

There is an ongoing ad space for MTAM Members and the general public. Ads are all similar sized (200 x 250 pixel) and link to an 8.5 x 11" PDF.

One Month Web Posting ~ Non-Partner Price: \$95 + GST

One Month Web Posting ~ Affinity Partner Price: \$55 + GST

Multiple months can be purchased.

Conference Sponsorship & Exhibition

Affinity partners are given first choice to the limited spaces available at the Exhibition of the MTAM Annual Spring Conference.

BECOME A PARTNER TODAY!

Submit your written proposal to tweid@mtam.mb.ca.

A proposal should contain:

- A description of the product or service
- The benefit to MTAM members (discount price, unique service etc.)
- A brief history of the company or a url link to learn more

**We look forward to
working with you!**

If you have any questions regarding the Affinity Program or require assistance, we are here for you. Call us anytime...

(204) 927-7979

mtam.mb.ca

 **1,231** Members

 **15%**
Men

 **85%**
Women

35%

MTAM Members
work and live
outside of Winnipeg

57% **FULL-TIME** massage therapist
(25+ hrs/week)

33% **PART-TIME** massage therapist
(< 25 hrs/week)

7% **CASUAL** massage therapist
(< 20 hrs/month)

The remaining 3% are retired or not working.

OUR MEMBERS

1,066

Active/
Practicing

90

Student

56

Non-
Practicing

12

Associate

6

Retired

1

Honorary

MTAM BY THE NUMBERS

34%

Group Professional Practice/Clinic
(work with others i.e. chiropractic,
or physiotherapy, etc.)

Other

4%

10%
Solo (work
alone) Clinic or
Space Renter

5% — Spa

2%

Solo (work
alone) Mobile
or Outcalls

Solo (work alone)
Home Based

18%

1%

Massage Therapy School/
Educational Institution

Rehabilitation
Facility

1%

1%

Esthetics-based Facility

23%

Clinic (work
with massage
therapists only)

Fitness Centres/
Sports Club

1%

MEMBER AFFINITY PROGRAM

REGISTRATION FORM



After having your proposal approved to become a MTAM Affinity Partner, fill out the below form and return with your payment information to the Massage Therapy Association of Manitoba.

RETURN THIS FORM TO

Massage Therapy Association of Manitoba

175 Marion Street, Winnipeg, Manitoba R2H 0T3

Fax (204) 927-7978 | Email: info@mtam.mb.ca

YOUR DETAILS

Main Contact: _____

Organization Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Email 1: _____ Phone: _____

Email 2 (if anyone else in your organization would like to receive communications): _____

YOUR INVESTMENT

Annual Affiliation Fee \$295 (plus GST)

Waived

METHOD OF PAYMENT Cheque payable to MTAM VISA Mastercard

Cardholder Name: _____

Card Number: _____ Card Expiry: _____ CSV: _____

Billing Address (if different from above): _____