



Massage Therapy

ASSOCIATION OF MANITOBA INC.

MEMBER AFFINITY PROGRAM PARTNERSHIP GUIDE

Connect your product or service with our 1100+ 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 1,100 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: ONE-TIME AFFILIATION FEE

Affinity Partners pay a one-time set-up fee of \$295 (plus GST) that compensates the MTAM for the staff time expended on setting up a dedicated section in our member portal program and the announcement of a new partnership launch.

PROGRAM CRITERIA

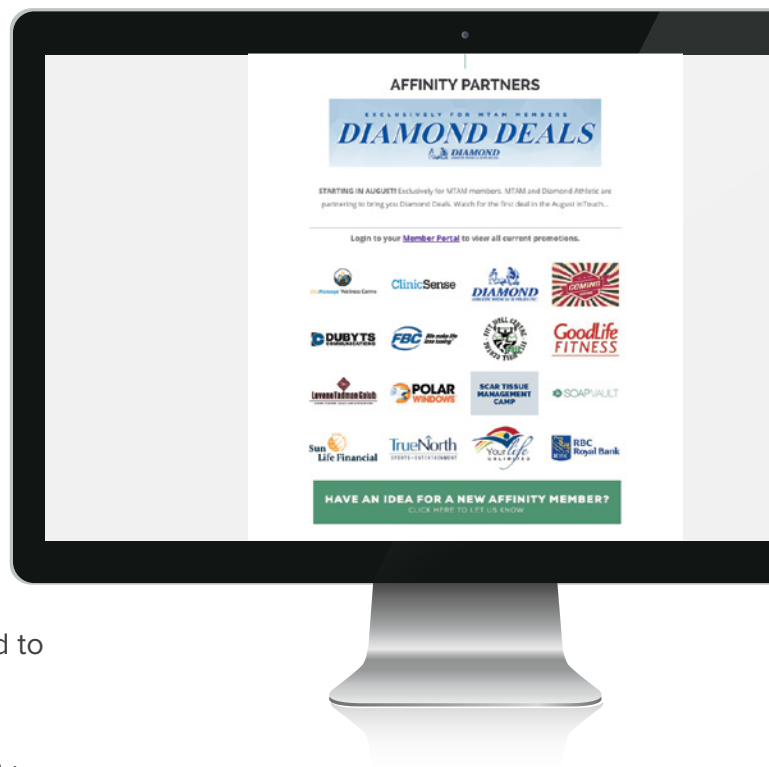
To be considered as a partner, a product or service must:

- 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.

YOUR BENEFIT: MARKETING TO MEMBERS

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

- 1 Dedicated email to announce/introduce your company to MTAM Members.
- A dedicated multi-line listing in the MTAM Member Portal on the Affinity Partner Program Page. Includes company logo, landing page link and graphics
- Inclusion in various monthly and quarterly email communications to members:
 - Monthly InTouch e-newsletter.
 - 120 w x 80 h sized logo which is linked to your listing in the Member Portal.
 - Quarterly Affinity Partner email.
 - 1200 w x 400 h banner which is linked to the Member Portal or preferred landing page
 - Quarterly Student Member email.
 - 75 x 80 pixel sized logo which is linked to your listing in the Member Portal.
- Affinity Partner logos will appear on other media that reach members throughout the year.



ADDITIONAL MTAM ADVERTISING

Affinity partners are given preferred rates on any additional advertising.

Advertising

There is ongoing ad space for MTAM Members and the general public in the InTouch and Student newsletters. Ads link to an 8.5 x 11" PDF or your preferred landing page.

300x200 pixel ad: \$75 + GST

800x175 pixel ad: 150 + GST

Multiple months may 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

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)

METHOD OF PAYMENT e-transfer payable to accounting@mtam.mb.ca VISA Mastercard

Cardholder Name: _____

Card Number: _____ Card Expiry: _____ CSV: _____

Billing Address (if different from above): _____