

# 5 REASONS TO JOIN AN AFFINITY PROGRAM



## ASSOCIATION NETWORKING

The opportunity to network with your peers is truly invaluable. By joining your local business association and their Affinity Program, you're aligning yourself with active groups within your community. Forging new partnerships can develop into new prospects, potentially benefiting everyone.



## FINANCIAL INCENTIVES

Did you know that many Affinity Groups offer some great rewards that can really help your bottom line? Financial incentives for these unique programs can range from member discounts to profit sharing or dividend reimbursement!



## AN OPPORTUNITY TO SHARE YOUR IDEAS

By teaming up with your local business association group, you've become a part of a larger organization that collaborates and aligns common goals for the benefit of all involved. You'll be on the ground floor of industry trends, ideas and you'll have the opportunity to make your mark in the community.



## ALIGNING WITH THE BEST PARTNERS

Partnering with a firm that offers an Affinity Program generally means that you'll have access to unique products and services specifically designed to benefit your particular industry. Firms that promote these programs do so confidently, realizing that their products are tailored for your market.



## ADVOCATES IN YOUR CORNER

Affinity partners are just that — partners for something collectively greater rather than going it alone. By joining your local association's Affinity Program, you're now connected to a group of businesses that are all working toward a common goal — and there is certainly strength in numbers.