

CRITERIA FOR ENDORSEMENTS AND AFFINITY PROGRAMS

The following is a description of criteria set by the Board of Directors of the Olathe Chamber of Commerce for affinity programs. To make this process as systematic as possible, the Chamber, its staff and volunteers follow the described set of criteria to begin negotiations with vendors before establishing a new affinity program.

1. Chamber's mission.

- The proposed program supports the Chamber's vision that it is the voice that advances the economic well being and quality of life in the Olathe community.
- The program helps to attract and retain Chamber members.
- The applicant or program sponsor is a member of the Olathe Chamber of Commerce.
- The proposal fits or complements and does not overlap current product offerings.
- The program presents tangible economic benefit for Chamber members.

2. Eligibility.

- A company proposing an affinity program to the Olathe Chamber must be an active member and in good standing for a least one year.

3. Revenue stream.

- The proposal includes a realistic revenue projection against which this component of the program can be measured.
- The program compensates the Chamber for intangible expenses, including; postage, marketing, and staff time to implement and manage.
- The program provides a positive cash flow of at least \$2,500 annually to the Chamber or provides added value to more than 25 percent of the Chamber's members, as assessed by the Affinity Task Force.

4. Local competition.

- The program provides a valid opportunity for the Chamber and its members without placing the Chamber as endorser or program sponsor in competition with its members.
- To the extent that aspects of the program compete with Chamber members, the program has unique features that cannot be found at the local level.
- The vendor's method of sales does not negatively impact the Chamber's product sales.
- The vendor's product sales will not detract from current Chamber products or member investments.

5. Marketing and customer service.

- The vendor does not rely on Chamber staff for marketing and customer service.

- The vendor has processes and procedures in place to ensure good customer relationships that reflect positively on the Chamber.
- The vendor has a proven business track record reflected in reliable letters of reference.
- If the vendor is a middleman, the organization providing the product has a proven business record reflected by reliable letters of reference.
- If a new company, the vendors, employees and managers have a history of reliability with respect to proposed product.
- The vendor has provided as a part of the application proof of its legal organizational structure.

6. Product timeline.

- The proposal adequately describes the expected life cycle of the product and anticipated market behavior, including the projection of a certain number of early adopters, before the product would be accepted by general membership.
- The proposal defines specific goals of the product upon which a continued relationship with the Chamber will be based.
- The proposal contains measurable indicators of program success.
- The program is terminable on a specific date consistent with the nature of the product and the marketing plan and may be terminated for cause at any time for failure to meet projections or for any other cause detrimental to the Chamber or its image.
- The program does not require an exclusive relationship with the Chamber in the absence of extraordinary circumstances.

Each proposed affinity program will be reviewed in comparison to the above guidelines by a task force appointed for that purpose. Any affinity program must be approved by the Chamber's Board of Directors after consideration by a task force and the Executive Committee.

The above policy was first adopted by the Board of Directors of the Olathe Chamber of Commerce on December 18, 2001.