



## CPG Affinity Program Strategy & Rules

### CPG Affinity Strategy:

CPG is implementing a “bonus” program to boost our members’ access to important business discounts they would not be able to receive as a single company on their own. We hope to entice new members with these programs and create added value to keep current members and supporting our membership at the same time.

### CPG Affinity Rules:

1. Programs may only be considered from members in good standing.
2. All programs must present a real discount or value.
3. Program applications must be submitted to the Fund Raising Committee, who will vet them out and pass them on to the CPG officers for review. The CPG Officers after careful review will pass them on to the CPG Board of Directors for final review and approval.
4. CPG has the right to refuse the program with any company if the proposed product/service does not promote the goals of the CPG, or if the proposed benefits of the members are deemed inadequate.
5. Programs will be re-evaluated on an annual commitment.
6. All programs must be available to all current CPG members.
7. CPG will not implement an “exclusive” to a type of product or service, ie. not just one cell phone provider
8. CPG will not share individual program results with anyone else.
9. All programs will be listed on the CPG Website and updated quarterly.
10. CPG does not endorse any products or services ever. CPG does not endorse the company, product or service of affinity programs partners.
11. The CPG Logo must only be used in strict adherence to the CPG Logo Guideline attached.
12. When a new program is voted in by the CPG Board, the new program will be:
  - a. Announced in the CPG next Newsletter
  - b. Listed on our CPG website
  - c. An introductory email to each member will be sent to all members launching that affinity program



## CPG Affinity Application Form

*(Please Print)*

Main Contact & Title:

Company:

Address:

Phone:

Email:

Website:

Formal name of Product/Service:

What is the benefit to CPG Members?

Is this offer a discount or savings to regular pricing?

Is the same special available elsewhere? Where?

Please explain how members would order/use your product/service, special ID/Code, phone number, online ordering codes, etc.

Please attach any other pertinent information to this sheet.