

Strategic Partners must be businesses supportive of Alliance's mission AND provide services or products that support Alliance members

What is the Alliance Strategic Partner Membership?

Alliance's Strategic Partner Membership contracts with businesses to offer a diverse range of high-quality products and services at competitive prices to Alliance members and their staff. Because of the collective purchasing power of Alliance members, businesses with products and services tailored to agencies serving people with IDD will enter into a written agreement with Alliance to become a Strategic Partner. Strategic Partners must also provide special or exclusive benefits to Alliance members and their staff (such as special pricing or discounts; training or education; or other benefit) and a residual to Alliance.

Why should my business become an Alliance Strategic Partner?

Becoming an Alliance Strategic Partner gives your company the exposure and access necessary to make a distinct impression on executives and staff at over 70 Colorado agencies serving individuals with IDD. With more than 12,000 people employed by Alliance members, our members' agencies are always looking to provide better quality services at a better cost and additional benefits to employees and look to Alliance's guidance in doing so. The goal is that this partnership is beneficial to all those involved: the Strategic Partner, the Alliance member agencies (and their staff), and Alliance.

Alliance Strategic Partners Receive:

- Alliance's endorsement and promotion as a Strategic Partner.
- Networking opportunities via attendance at important Alliance committee meetings and other membership meetings.
- FULL Access to all of Alliance's internal communications and Member Portal!
- Prominent logo display with direct links to the Strategic Partner's website/contact information on the Alliance website and in A-Team News (weekly).
- Inclusion on the Alliance Website's Strategic Partner webpage in the Member-only Portal.
- Ability to submit articles and/or advertising for Alliance electronic communications to members.
- Presentation opportunities at Alliance Summit and other events.
- and much, more!

Included—Alliance Annual Summit:

- Exhibit space and two exhibitor badges.
- Participation in all conference sessions & events.
- Company name, information, logo and sales contact information featured in Strategic Partner section towards the front of the conference program.
- Recognition in Conference signage and other printed onsite information.
- Verbal recognition at the conference.
- Full-screen electronic color ad onsite at conference.
- Presentation opportunities at Alliance Summit and other events.
- and much, more!

Included – Listed as sponsor of Alliance's IDD Community Awareness Events:

- Acknowledgement on marketing materials that reach 4,000+ people outside Alliance for our Community Awareness Events at the Rockies, Rapids, and Avalanche games.

Note: Alliance only accepts one organization from an industry (as an example: furniture, insurance, medical supplies, etc) to be a Strategic Partner at any given time. Therefore, acceptance as an Alliance Strategic Partner requires approval and annual review by the Alliance Board of Directors.

This Membership level is not open to businesses designated as a Program Approved Service Provider (PASA) or Community Centered Board (CCB)

Preferred Vendors must be businesses supportive of Alliance's mission AND provide services or products that support Alliance members

What is the Alliance Preferred Vendor Membership?

Alliance's Preferred Vendors are businesses that offer a diverse range of high-quality products and services to Alliance members and their staff. Our Preferred Vendors provide products and services to Alliance Members with a focus on customer service.

Why should my business become an Alliance Preferred Vendor?

Becoming an Alliance Preferred Vendor gives your company the exposure and access necessary to make a distinct impression on executives and staff at hundreds of Colorado agencies serving individuals with IDD. With more than 12,000 people employed by Alliance members, our members' agencies are always looking to provide better quality services and to offer additional benefits to their employees and look to Alliance's guidance in doing so. The goal is that this partnership is beneficial to all those involved: the Preferred Vendor, the Alliance member agencies (and their staff), and Alliance.

Alliance Preferred Vendors Receive:

- Alliance's endorsement and promotion as a Preferred Vendor.
- Networking opportunities via attendance at Alliance committee meetings and other membership meetings, with Committee Chair approval.
- Access to Alliance's weekly A-Teams News and Public Newsletters.
- Listed on Strategic Partner and Preferred Vendor page in the Member Portal (note: this level does NOT include access to the Member Portal).
- Sponsorship Opportunities at Alliance's Annual IDD Community Awareness Events.
- Attendance at the Annual Alliance Summit at the member registration rate.
- Annual Alliance Summit sponsorship and exhibitor opportunities at sponsor/exhibitor fee.

This Membership level is not open to businesses designated as a Program Approved Service Provider (PASA) or Community Centered Board (CCB)

Alliance's Strategic Partner vs Preferred Vendor Memberships

Advancing Quality Services for Providers of People with Intellectual
and Developmental Disabilities (IDD)

| | STRATEGIC PARTNERS | PREFERRED VENDORS |
|--|---|--|
| Fee/Cost | \$5,000 annually | \$2,000 annually |
| Residual/kickback to Alliance | Yes, 2% residuals or additional negotiated kickback to Alliance | None required |
| Paperwork required to join | Contract signed by Alliance and Strategic Partner representatives | Alliance Preferred Vendor Application |
| Annual Renewal | Annual review and renewal on date of signed contract | Annual automatic renewal on date of acceptance |
| Benefit to Alliance members | Must provide special or exclusive benefits or discounts to Alliance members | None required |
| # Allowed per business or service line | One | At Board discretion |
| Board approval required | Yes | Yes |

Membership Interactions

| | STRATEGIC PARTNERS | PREFERRED VENDORS |
|--|---|--|
| May present webinar to Membership once per year, outside of Alliance Summit | Yes, webinar hosted by Alliance | No, but we will advertise webinars hosted by preferred vendors |
| Able to attend webinars and trainings offered by Alliance | Yes | Yes, at a non-member fee |
| Able to attend Internal Alliance Committee Meetings, includes Forum and BOD (via web/audio only) | Yes | With Committee Chair approval |
| Access to Alliance Information | Yes; full access: A-Team News, staff emails, and Member Portal | A-Team News and Public Newsletters only |

Web Presence

| | STRATEGIC PARTNERS | PREFERRED VENDORS |
|--|---|--|
| Promoted on website | Yes, included on Strategic Partner and Preferred Vendor Page in Member Portal; logo on Alliance homepage with link to partner's website; featured at least once per year on homepage in a strategic partner spotlight | Listed on Strategic Partner and Preferred Vendor Page in Member Portal |
| Promoted in weekly A-Team News (side scroll) | Yes, logo included with link to partner's website or upcoming event; opportunity to provide Alliance with related articles or announcements | No but we will provide link to Strategic Partner and Preferred Vendor Page |
| Additional promotion to Membership | Yes, will work with partner to promote | At Board discretion |
| Submit articles focusing on IDD in Colorado | Yes, will promote in A-Team News | At Board discretion |

Annual Alliance Summit

The Alliance Summit will offer new sponsorship and exhibitor opportunities above and beyond what is offered through this program.

| | STRATEGIC PARTNERS | PREFERRED VENDORS |
|--|--|--|
| Attend Alliance Summit | Yes, two representatives included | Yes, at member registration rate or included in additional sponsorship |
| Alliance Summit Sponsor (includes advertising in electronic ads, program book, signage at event, etc.) | Included in fee (no extra charge) | Yes, at sponsorship fee |
| Alliance Summit Exhibitor | Included in fee (no extra charge) | At exhibitor cost |
| Speaker/trainer at Alliance Summit | At Alliance's Summit Planning Committee discretion | At Alliance's Summit Planning Committee discretion |

IDD Community Awareness Events

| | STRATEGIC PARTNERS | PREFERRED VENDORS |
|--|---|---|
| Listed as a sponsor of Alliance's Community Awareness Events (Rockies, Rapids, Avalanche, etc) | Yes; Tickets to attend must be purchased separately | At sponsor rate; Tickets to attend must be purchased separately |