



VCCA Preferred Partner

Thank you for your interest in joining VCCA as a Preferred Partner. This is a tremendous opportunity for your company to target a specific client as we have the ability to introduce you to hundreds of child care center operators across the state of Virginia. We limit specific trades to **three** Preferred Partners however, we offer an “Exclusivity Option”. Please provide information explaining your services which may be of benefit to our members. If the service is thought to be of interest and benefit to VCCA members, the Membership Committee will vote on approving your company as a VCCA Preferred Partner. If accepted as a Preferred Partner we ask you to do the following:

1. Become a member of VCCA and submit a \$300 annual membership fee. (\$900 if you wish to take advantage of our “Exclusivity Option”) No other vendor offering the same services as your company will be permitted to join VCCA during the one year time frame of your annual membership. You will also have first option for renewal of annual membership with or without continuing Exclusivity.
2. Consider offering an added benefit or discount that members of VCCA will receive.
3. Participate in virtual meetings and/or conferences with your attendance. (Opportunities for additional sponsorship are offered at in person conferences.)
4. Provide VCCA with marketing materials that we may distribute to our members.

VCCA will provide Preferred Partners with:

1. An email communication to all members stating you have joined our association as a Preferred Partner with an explanation of services offered.
2. Advertisements in the VCCA monthly newsletter
3. Advertising on the VCCA web site
4. An offer for advertising in VCCA marketing mailers. (Additional Fee Applies)
5. VCCA members who use your services to offer personal testimonies promoting your products and services.
6. Display space at conferences or include marketing brochures with meeting materials to attendees.
7. A copy of the member list in the format of your choice.

If either party determines the Preferred Partnership is not beneficial, a minimum a 30-day cancellation notice will be given. Membership Fee cannot be refunded.

Name of Company _____ Date _____

Company Address _____

Preferred Partners Information Form

To better serve you please assist us with some additional information about your business and planned partnership with VCCA.

1) What is your primary product line or service you wish VCCA to endorse?

2) Do you serve all of Virginia? If not, what area or region do you serve?

3) Please provide 2 references with contact information:

4) What discounts on what products and services are you willing to offer VCCA members?

5) What are your plans for marketing to VCCA members?

6) Do you plan to take advantage of our Exclusivity option?

Completed By: _____

Company Representative Sign _____

Phone Number: _____

Email: _____