



Affiliate Relationship Program Overview

The Affiliate Relationship Program facilitates connection with our Aprio Firm Alliance (AFA) member community across the United States.

The Affiliate Relationship Program is about relationships first. While our affiliates do seek revenue opportunities, our priority is to develop and deepen relationships first, while allowing the rest to evolve naturally. We seek to bring solutions to common stakeholders, which include our members and our members' clients. We want our affiliates to feel part of our community and, as such, do not relegate them solely to advertising space in virtual events or 8x10 vendor booths at live events.

As a member of our Affiliate Relationship Program, you will avail your organization to certain benefits which may include:

- **Member Access** - You will gain exclusive access to our global community of member firms, which provides a distribution channel for your products and services.
- **Brand Visibility** - Through live conferences, virtual events and our member portal website, you can extend the reach of your brand to increase awareness and understanding of your products and services.
- **Thought Leadership** - Through programs and established communications, you can share thought leadership about emerging matters and how your products and services help solve the problems our members may face.

Program Elements

While the Affiliate Relationship Program has the construct of a tiered approach, we believe that value to our members comes from remaining open to exploring emerging market opportunities and trends. Our program allows for flexibility to be creative in designing a customized program that gives you the best opportunity to communicate messages while deepening relationships within our community, leading to sales.

Two values that help drive our culture are relationships and a sense of community. We have developed the Affiliate Relationship Program to focus on those elements. Our program is different from a sponsorship program because we strive to nurture and deepen relationships over an extended period of time, rather than a single event. This enables you to be in front of our member firms more frequently throughout the year.

At AFA, we also believe it is important to be flexible and work with our affiliates to develop an agreement that maximizes their value while preserving the individuality of our members. While we have a structure, we remain open to exploring alternatives to meet this objective.



Engagement Tiers

PLATINUM

INVESTMENT: \$20,000

ANNUAL PARTNER SUMMIT (AFA'S PREMIER ANNUAL EVENT FOR MEMBERS, PEERS AND INDUSTRY THOUGHT LEADERS)

- Significant brand presence at the Partner Summit
- Exclusive signage on Partner Summit welcome banner
- Sponsor exhibit with dedicated table (Round table measures approximately 30" wide X 42" high. All materials must fit on your exclusive table space; no booths or large displays other than pop up banner signs no larger than 2' wide x 6' tall as space is limited)
- Brand profile in the Partner Summit event app
- 2 Conference attendees, including reception and all evening activities
- Logo included on Partner Summit table signage throughout the event
- Logo included in Partner Summit communications and invitations
- Exclusive access to event attendee list
- Opportunity to present product/solution during agenda or be a part of panel discussion as presenter
- Branded materials in swag bags (Sponsor may provide promotional materials and giveaway items as desired but must be received at least two weeks in advance of conference. Bag will be provided by Firm Alliance)

WEBINARS

- Opportunity to host 2 webinars annually
- Access to 1 webinar per year

ONLINE CONTENT AND RECOGNITION WITHIN OUR EXCLUSIVE AFA MEMBER PORTAL WEBSITE

- Placement of 2 articles or whitepapers annually

PROMOTION

- Logo placed on the public AFA member portal with live link
- Customizable landing page promoting your value to members
- Social media mentions

DISCOUNT FOR MEMBERS

- The discount you offer to Aprio Firm Alliance members will be displayed and promoted on the portal for all members



GOLD

INVESTMENT: \$12,000

ANNUAL PARTNER SUMMIT (AFA'S PREMIER ANNUAL EVENT FOR MEMBERS, PEERS AND INDUSTRY THOUGHT LEADERS)

- Exclusive signage at reception
- Brand profile in the Partner Summit event app
- 2 Conference attendees, including reception & evening activities
- Logo included on Partner Summit table signage throughout the event
- 1 notification from Partner Summit event app
- Branded materials in swag bags (Sponsor may provide promotional materials and giveaway items as desired but must be received at least two weeks in advance of conference. Bag will be provided by Firm Alliance)

WEBINARS

- Opportunity to host 1 webinar annually
- Access to 1 webinar per year

ONLINE CONTENT AND RECOGNITION WITHIN OUR EXCLUSIVE AFA MEMBER PORTAL WEBSITE

- Logo placement and live link on the public homepage of the AFA website
- Placement of 1 article or whitepaper annually

PROMOTION

- Logo placed on the public AFA member portal with live link
- Customizable landing page promoting your value to members
- Social media mention

DISCOUNT FOR MEMBERS

- The discount you offer to Aprio Firm Alliance members will be displayed and promoted on the portal for all members



SILVER

INVESTMENT: \$6,000

ANNUAL PARTNER SUMMIT (AFA'S PREMIER ANNUAL EVENT FOR MEMBERS, PEERS AND INDUSTRY THOUGHT LEADERS)

- Breakfast/lunch sponsor
- Exclusive signage at breakfast day 1 or 2
- Brand profile in the Partner Summit event app
- 1 Conference attendee, including reception & evening activities
- Logo included on Partner Summit table signage throughout the event
- 1 notification from Partner Summit event app
- Branded materials in swag bags (Sponsor may provide promotional materials and giveaway items as desired but must be received at least two weeks in advance of conference. Bag will be provided by Firm Alliance)

WEBINARS

- Access to 1 webinar per year

ONLINE CONTENT AND RECOGNITION WITHIN OUR EXCLUSIVE AFA MEMBER PORTAL WEBSITE

- Logo placement and live link on the public homepage of the AFA website

PROMOTION

- Logo placed within the AFA member portal with live link

DISCOUNT FOR MEMBERS

- The discount you offer to Aprio Firm Alliance members will be displayed and promoted on the portal for all members



Aprio Firm Alliance

Want to join the Affiliate Relationship Program? Contact our team to learn more:



Julie Giacobbe
Relationship Director, Firm Alliance
[770.353.3161](tel:770.353.3161)
julie.giacobbe@aprio.com



Mike Maksymiw, Jr. CPA, CGMA
Executive Director, Firm Alliance
[336.955.3468](tel:336.955.3468)
mike.max@aprio.com

About Aprio

Since 1952, clients throughout the US and across more than 50 countries have trusted Aprio for guidance on how to achieve what's next. As a premier business advisory and CPA firm, Aprio delivers advisory, assurance, tax, outsourcing, staffing and private client services to build value, drive growth, manage risk and protect wealth. With proven expertise and genuine care, Aprio serves individuals and businesses, from promising startups to market leaders alike.