

Affinity Marketing Group Proposal

The APS currently has affinity marketing agreements with Hugh Wood Insurance, US Bank for our branded credit card, and CruiseWorks for the APS Cruise. In the past the APS/APRL have offered life insurance and long term care insurance. Some other nonprofits have more affinity agreements. For example

American Numismatic Association

Gerlitz Group - Life, Health and Long Term Care Insurance

Hertz - Rental Car Services

Hugh Wood, Inc. - Numismatic Insurance

Liberty Mutual - Automobile and Home Owners Insurance

Mayflower Transit - Discounts on Moving Services

US Bank - Visa Credit Card

Penn State Alumni Association

Electricity Bills in Select States

Home & Auto Insurance

Life & Medical Insurance

TravelBlue Discount Vacations Program

Penn State Press Publications

Kaplan Test Prep & Admissions

Hoy Transfer Moving Services

Penn State Bookstore

Affinity programs have changed over the years so most no longer require great staff time from the nonprofit. They do typically require the sponsoring organization to provide its mailing list of members (postal and or e-mail addresses) and advertising/marketing in their publications. Many nonprofits have at least a few such agreements although a few feel that the agreements dilute their purpose and opt not to pursue such agreements.

A proposal from one such firm is attached. This firm offers many other programs but these are the ones that would seem to have the most relevance to our members. This firm would not require that we release e-mail addresses but we would need to negotiate advertising in *The American Philatelist* and our monthly e-bulletin.

The Board is asked to decide if this is something staff should pursue.



Member Benefits PROGRAM OVERVIEW

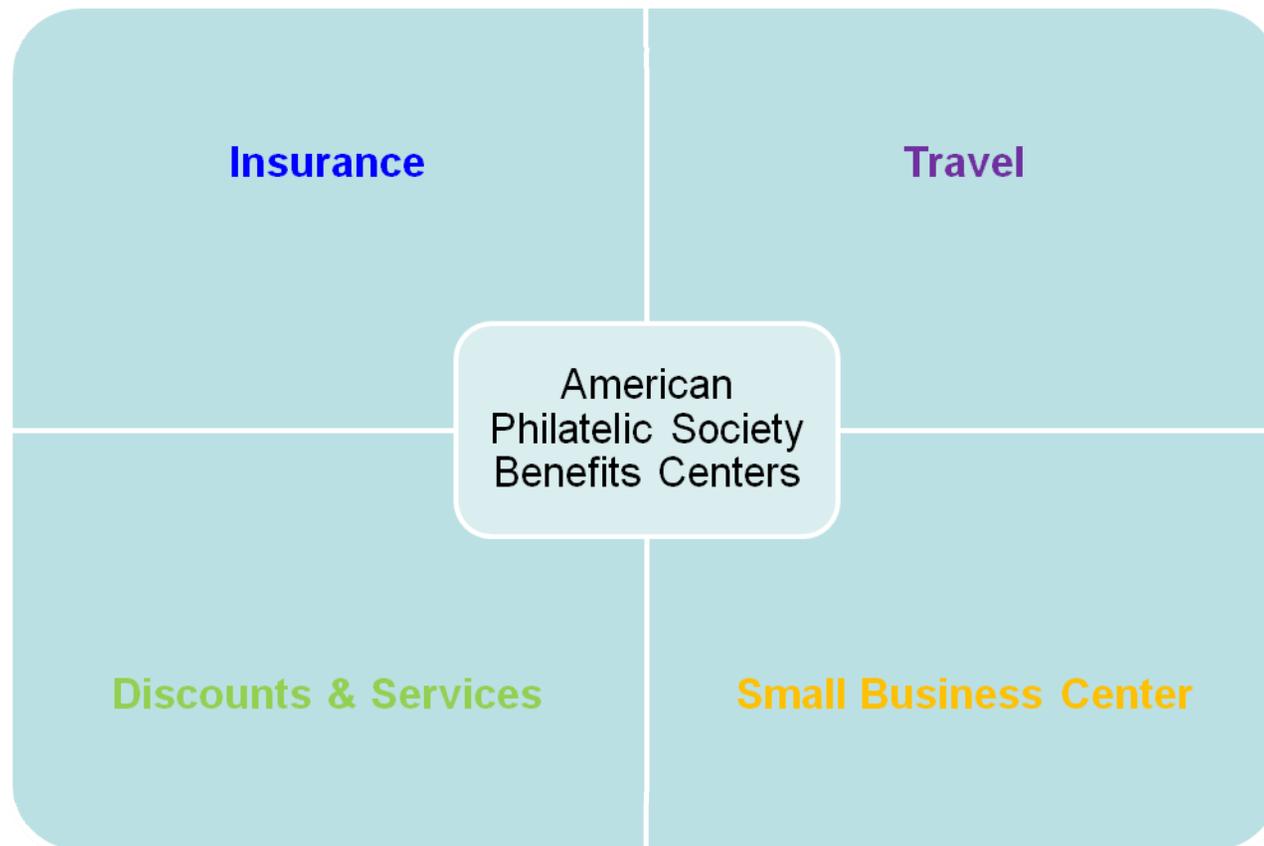
AMG Overview

- AMG is a sales and marketing agency specializing in affinity marketing and its related Association Benefits Center programs.
- Founded by nationally known pioneers of the affinity credit card industry.
- AMG partners with innovative companies that want access to the affinity channel.
- In our 20+ years AMG has established over 4,000 marketing alliances with prominent associations and companies.
- Affiliate companies include: *Affinity Wireless Solutions & Affinity Vacation Centers.*

What Makes a Good American Philatelic Society Benefits Center Program?



American Philatelic Society Benefit Categories



Wyndham Hotels

Wyndham Hotels: Save an additional **20%** on the best available rate at all Ramada, Wingate, Hawthorne Suites, Days Inn, Super 8, Travelodge, Howard Johnson, Knights Inn, Microtel Inns & Suites and Baymont Inn & Suites, worldwide.



Benefits for Members:

- Members receive a **20% discount** off of the best available rate
- Choice of over 12 hotel brands
- Available worldwide

Benefits to American Philatelic Society:

- American Philatelic Society receives 5% of total sales
- Turnkey implementation and marketing

LifeLock Identity Theft Protection

LifeLock is the number one recognized identity theft prevention and detection service in their industry. Their service includes active fraud alerts, removal from pre-approved credit lines and mailing lists, change of address warnings, internet patrol of personal data, and much more. LifeLock's policy is for a total restoration service that restores lost and stolen items, as well as your peace of mind.



Benefits to Members:

- Members receive a 10% discount off the cost of a yearly membership
- Discounts apply to family members
- True peace of mind

Benefits to American Philatelic Society :

- American Philatelic Society will receive a tiered royalty compensation as follows:

| Product | Standard | Command Center | Ultimate |
|---------|----------|----------------|----------|
| Year 1 | 10% | 10% | 5% |
| Year 2 | 5% | 5% | 2% |
| Year 3 | 5% | 5% | 2% |

- Turnkey marketing specific to your organization

LifeLock Identity Theft Protection



[myLifeLock](#) | [Answer Center](#) | [Contact Us](#)
CODE AHA

Welcome

Identity Theft Protection

\$1 Million Service Guarantee

About Us

Get Started

Enrollment

Please take a few minutes to complete the enrollment form below.
Upon completing enrollment you will be immediately covered by our \$1 Million Total Service Guarantee*.



ARABIAN HORSE ASSOCIATION

SPECIAL OFFER FOR ARABIAN HORSE ASSOCIATION MEMBERS:
30 DAYS FREE* & 10% OFF
Enroll now by completing the enrollment form below.

*At the end of the 30-day free period your card will be billed automatically (\$9 monthly/\$99 annually) unless you cancel within the 30-day period. You can cancel anytime without penalty by calling 1-800-LifeLock. Offer is for new LifeLock members only.

Select Your Plan

Select the LifeLock protection plan that's best for you. We have pre-selected the plan that's the best deal.

| | |
|--|---|
|  LifeLock Command Center™ ✓ LifeLock's industry-leading identity |  LifeLock® ✓ LifeLock's industry-leading identity |
|--|---|

Long Term Care Resources

Long Term Care Insurance

LTCR in partnership with John Hancock, Metropolitan Life, and Prudential provide education and consulting to members about the purchasing of long term care insurance via a network of 600 local agents.



Benefits for Members:

- Choice of 3 LTC providers
- Special group rates
- One on one attention and educational material

Benefits for American Philatelic Society:

- American Philatelic Society will receive a 1% royalty on new and renewal premiums
- Turnkey marketing including direct mail

Long Term Care Resources



In Partnership with



THANK YOU FOR YOUR INTEREST IN LONG-TERM CARE INSURANCE.

LTC insurance may or may not be right for you. However, if LTC insurance does make sense, you can't beat this program. This program was developed in partnership with your organization and offers certain advantages that you cannot obtain on your own.



YOUR PROGRAM ADVANTAGES

SPECIAL DISCOUNTS

The buying power of your organization was leveraged to give you better pricing than is available to the general public.

MULTIPLE CARRIERS

We monitor benefit and rate information on the top (25+) carriers in the LTC market. The program selects the best in class from these carriers and we help you find the best value among these top companies.

MULTIPLE PRODUCTS

In addition to multiple carriers, the program provides a variety of LTC products. Whether you prefer 80/20 plans, indemnity plans, or reimbursement, a variety of products allow us to design plans that fit different needs and budgets.

WIDER UNDERWRITING

The program offers wider and simplified underwriting criteria. This provides more people coverage and/or lower premiums. Health class ratings can increase or decrease premiums by 15% or more.

SERVICE FOR LIFE

When you buy through your organization, you have an advocate for the life of your policy. While insurance agents can come and go, your organization is here for the long term. If any issues arise with your coverage, your group, and the insurance



www.affinitymg.com