



**GREATER
FORT WAYNE INC.**
METRO CHAMBER ALLIANCE

200 E Main Street, Suite 800
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260 420-6945
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GreaterFortWayneInc.com

Affinity Marketing Partnership

Greater Fort Wayne (GFW) Inc., is looking to establish Affinity Marketing Partnerships to enhance brand loyalty and GFW Inc., investment to its investor members by offering access to valuable discounts and benefits from several existing GFW Inc., investors.

By taking advantage of investor discounts, investor members realize a quick return on their investment with Greater Fort Wayne Inc., and save on services and products used in daily business operations. For more information, contact Jami Thomas, director of investor relations, or Joe Wasson, director of investor development, at (260) 420-6945 or info@greaterfortwayneinc.com.

AFFINITY MARKETING PARTNERSHIP PROPOSAL

GFW Inc., is seeking proposals based on the requirements detailed below. Affinity Program proposals should include a company profile and description of the products and/or services, including costs, that will be offered to GFW Inc.'s 1,400+ investor members. We believe Affinity Programs offer a unique win-win opportunity to our Affinity Partners by building brand loyalty for the support of our mission to become a top metro center by growing business, and adding value to our business membership.

Companies and businesses interested in becoming GFW Inc., Affinity Partners are encouraged to review the Affinity Program criteria below in the submission of a letter of interest to become an Affinity Partner. Programs will be evaluated on the basis of benefit to the broader business community.

To be considered all applicants must submit a letter of interest, a business profile and clearly articulate the offer. To assist in the application development and evaluation of the program being offered to its investors, GFW Inc., has established and will utilize the criteria and steps set forth in this document.

Proposals and letters of interest should be submitted to:

By mail:
Cheri Becker, VP of Investor Services, Programs & Marketing
Greater Fort Wayne Inc.
200 East Main Street, Suite 800
Fort Wayne, Indiana 46802

Electronically:
cbecker@greaterfortwayneinc.com

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Criteria for Participating Affinity Partners.

1. Must be a current investor of GFW Inc., in good standing.
2. Provide three letters of recommendation from Fort Wayne/Allen County businesses you have worked with within the past year.
3. State the number of years in business, the business structure of your company and the total number of full-time employees employed by you.
4. Affinity Programs are no cost to GFW Inc., beyond normal investor benefit marketing.
5. The product or service being proposed must provide a cost-savings or added-value to GFW Inc.'s investors not otherwise available to them individually or in the general marketplace.
6. Products or services proposed for affinity program status must have a relatively broad level of appeal to GFW Inc., investors.
7. Preference in granting Affinity Program status is given to providers of those products and services that are not broadly or easily accessed by the business community or where GFW Inc.'s selection of an Affinity Program provider could ease what would otherwise be a difficult or complex decision for our individual investors.
8. Affinity Program offerings should result in some form of non-dues compensation to GFW Inc., mutually agreed upon by the affinity program provider and GFW Inc.
9. Affinity Partners will provide bi-annual reports to GFW Inc., regarding their marketing efforts, account activity and revenue generated from GFW Inc., investor members.
10. Affinity Programs are evaluated and recommended by the GFW Inc., executive team and approved by the GFW Inc., board of directors prior to acceptance and offering to the GFW Inc., membership.
11. Affinity Programs, once approved by the board of directors, are marketed by GFW Inc., staff.
12. Affinity Programs will be promoted by GFW Inc., by providing lists of affinity programs and their offerings to current and new investors.
13. Affinity Program partners are promoted on the GFW Inc., website, on printed materials, and periodically included in the monthly e-newsletter.
14. Affinity Program providers are expected to actively promote their affinity program product or service at GFW Inc., events, programs and as point of purchase displays in the business.
15. GFW Inc., will provide investor, website and directory reports to Affinity Partners.
16. Affinity Program providers are expected to meet annually with GFW Inc., investor services personnel to evaluate the program's benefit to both parties.