

AFFINITY PARTNER PROGRAM – 2026

PROGRAM OVERVIEW

The NLTA Affinity Partner Program connects trusted NLTA vendor members with operator members through preferred pricing. These advantages may include discounted pricing, reduced fees, enhanced service offerings, or other benefits that add measurable value to association membership.

The program is designed to:

- Deliver savings to members on products and services
- Feature our vendor members and spotlight their offerings to our buying groups
- Maintain a fair and transparent vendor participation structure
- Generate non-dues revenue that supports the association's programs and initiatives

PROGRAM ELIGIBILITY

To participate in the Affinity Partner Program, companies must:

- Be a current vendor member of the Association in good standing
- Provide services relevant to the Association's membership
- Offer exclusive benefits or pricing to Association members
- Maintain strong customer service standards and ethical business practices

The Association reserves the right to review and approve all program participants. Participation in the Affinity Partner Program does not constitute endorsement of a vendor's services by the Association.

MEMBER BENEFIT REQUIREMENT

Affinity Partners must provide benefits that are clearly better than those available to non-members.

Examples of acceptable member benefits include:

- Preferential pricing below standard retail rates
- Reduced transaction or service fees
- Waived setup or onboarding costs
- Enhanced service packages or additional support
- Member rebates or incentives

The Association may periodically review member pricing to ensure that the benefit provided to members remains meaningful and competitive.

ASSOCIATION ROLE

The Association may support participating Affinity Partners through:

- Vendor directory listing enhancements (top placement, logos included)
- Member communications (emails) and newsletter promotions
- Association website – special section “Member Benefits” on home page
- Educational webinars/Zooms, board presentations, Facebook sessions/blogs
- Live event recognition opportunities

AFFINITY PARTNER INTRODUCTION OPPORTUNITY

Each Affinity Partner receives one annual opportunity to introduce their company and services to Association members through an approved Association platform.

This opportunity may include:

- An educational webinar hosted for members (30 minutes)
- A vendor spotlight feature in the Association newsletter
- A short introduction during a virtual meeting or event session
- A featured listing in the Association vendor resource directory

Educational sessions should focus on industry insights, operational best practices, or member resources rather than direct product promotion. This opportunity allows vendors to share expertise with members while maintaining the Association’s role as a neutral industry organization.

The Association does not act as a sales representative for participating vendors and does not negotiate service agreements between vendors and members. All contracts and services are provided directly between the vendor and the member.

REVENUE SHARE

Affinity Partners may provide the Association with a revenue share based on members' participation in their services.

Typical revenue share arrangements range from 10% to 15% of net program revenue generated from participating Association members.

Revenue share payments should be reported quarterly and paid to the Association within 30–60 days of the reporting period.

PROGRAM PARTICIPATION FEE

Affinity Partner participation includes an annual program fee.

Typical annual participation fee:
\$1,000 – \$1,500

This contribution supports Association programs, advocacy efforts, and member services.

Program participation fees are separate from vendor membership dues.

SERVICE CATEGORY GUIDELINES

To maintain program quality and ensure vendors receive meaningful visibility, the Association may limit the number of Affinity Partners within each service category.

Examples of vendor categories include:

- Vehicle sales
- Payment Processing
- Insurance
- Dispatch or Software Platforms
- Vehicle Financing or Leasing
- Compliance or Regulatory Services
- Accounting or Financial Services
- Marketing or Website Services

The Association typically limits participation to one Affinity Partners within each category per year.

MARKETING GUIDELINES

Approved Affinity Partners may reference their participation using language such as:

1. Affinity Partner – [Association Name]
2. Use of the Association name or logo
3. Affinity Partners may not claim or imply:

- Exclusive endorsement by the Association
- That the Association guarantees its services
- Official provider status unless specifically approved

AFFINITY PARTNER RECOGNITION

Affinity Partners receive an official Association Affinity Partner badge that may be used in vendor marketing materials.

The badge may be used on:

- Company websites
- Email signatures
- Marketing materials
- Proposals or presentations
- Social media

Use of the badge is dated and permitted only while the vendor remains an active Affinity Partner.

MEMBER DATA PROTECTION

The Association does not sell or distribute member contact lists as part of the Affinity Partner Program. Affinity Partners may communicate only with members who request information or voluntarily engage with the vendor through Association programs or communications.

TERM AND TERMINATION

Affinity Partner participation is valid for one year from the date of approval and may be renewed annually.

The Association reserves the right to terminate participation if:

- Vendor membership lapses
- Program guidelines are violated
- Member complaints remain unresolved
- Vendor conduct harms the reputation of the Association

Upon termination, the vendor must remove all references to the Association Affinity Partner designation.

BECOME AN AFFINITY PARTNER

Companies interested in becoming an Affinity Partner of the NLTA should contact the NLTA to request an application and program details.

Participation is subject to review and approval by the Association.

{drop in contact card here}

The Association welcomes partnerships with companies committed to supporting the industry and delivering meaningful value to its members!