



**REGIONAL
AREA
RECREATION AND
EMPLOYEE
SERVICES ASSOCIATION**

2020 Associate Member Terms and Conditions

Associate Membership is open to a company or organization which agrees to offer RARES Members a discount on products or services on a seasonal or ongoing basis

Associate Members agrees to:

- Provide discount for at least one year (requires senior management approval)
- Offer a significant discount that is typically not offered to the general public
- Submit an application for Associate Membership
- Practice sound ethical business practices
- Contact individual employees of General Members only through the General Member's guidelines
- Re-negotiate "discounts" annually with Vendor Screening Committee
- Pay an Annual Membership fee - \$260 for 2020
- Participate in surveys, mailings or phone inquiries by RARES office regarding member usage
- Agree to negotiate with RARES for any additional charges that may be associated with the use of RARES office to sell/promote product/goods/services promotion expenses; ticket handling, mailings, vendor fair registration, website exposure, RARES Membership cards

Benefits to Associate Members:

- Increased Sales via access to participating companies and their employee, reaching an est. 35,000 people
- Listing on RARES website Home Page and Discount Pages
- Regular mention in the RARES newsletter sent to more than 7,500 individuals and company contacts who forward it to their employees

Associate Members may for a small additional cost receive:

- Opportunities to develop joint ventures with other RARES Associate Members to promote product/service
- Additional opportunities to promote product/service in newsletter or website
- Web link availability to/from RARES website
- Become a General Member at an additional cost of \$75 to offer discount benefits to your own employees

IMPORTANT NOTE:

You must completely fill out and return both pages of this application to the RARES office. A signature of your President/CEO, or authorized manager must be on the application to authorize the discount you provide. You MAY submit this application electronically. A printed name in the President/CEO signature line will be deemed as evidence of official approval if submitted electronically.

PLEASE PRINT OR TYPE

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Parent Company: _____
(If Applicable)

Company Web-Site Address: _____

Your organization should designate *at least one* representative to RARES.
This representative will be the individual to whom all communications such as e-mail and mail from RARES will be sent. This person usually has direct responsibility for your program.

REPRESENTATIVE WILL BE:

Name: _____ Title: _____

Telephone: _____ E Mail: _____

If there will be a second representative to contact, please provide us with his or her information

Name: _____ Title: _____

Telephone: _____ E Mail: _____

YOUR CEO IS:

Name: _____ Title: _____

Number of employees: _____ Year your company/organization began: _____

Type of Product or Service Offered (in other words, tell us a bit more about your company):

Describe the discount you wish to offer RARES Members. Remember, *you* set the discount on your product or service but it needs to be substantial enough to drive business and should be among the best, if not the best, discount you offer in order to be attractive to RARES Members (Please be specific. You may attach additional information.)

Do you offer this discount to other companies? NO _____ YES _____ If yes explain

How can our General Members take advantage of your discount? (e.g. website Coupons, Discount Tickets through the RARES office, self-identification by RARES Members showing their Membership Card, purchased directly with your company.)

If you would like your employees have access to all the discounts that other Associate Members offer, you may also join as a General Member at the Special rate of \$75:

- ☐ **YES, I want my company to also be a General Member**
☐ **No, I do not want my company to be a General Member**

Payment may be submitted with the application or RAREs will invoice you.

RARES is a not-for-profit organization and as such encourages the growth of other not-for-profits within the community. Consequently, applications for Membership by not-for-profit organizations will be entertained by the RARES Board for a reduction or waiver in Membership fees on a case-by-case basis.

FAILURE TO COMPLY TO THESE RESPONSIBILITIES MAY RESULT IN CANCELLATION OF YOUR ASSOCIATE MEMBERSHIP AND FORFEITURE OF ANY FEES PAID TO THE RARES ORGANIZATION.

RARES
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