



2019 Exclusive Marketing Alliance Partner Opportunity

Note: This program is exclusive to one industry provider per type.

Diamond Platinum Partnership

During the Annual Partnership, the selected company agrees to:

- \$20,000 (or more) in annual revenue to GFDA based on company sales to GFDA membership during the period of the Agreement
- Incentive discounts or rebates to individual GFDA members who purchase from selected company

Benefits Included in Your Partnership

- GFDA endorsement of your company as an Exclusive Marketing Alliance Partner
- Quarterly GFDA Membership Roster
- Diamond Platinum Sponsorship at each GFDA meeting in a year (\$9,000 value)
- Up to 4 representatives attendance at no cost to each GFDA meeting in a year - Hotel reservations not included (\$2,600 value)
- Listing on GFDA's website, Exclusive Marketing Alliance Partner page, including a hotlink for your company logo
- Individual page on GFDA's Website including a hotlink for your company logo
- Unlimited full page advertising for the year: GFDA's Website, Alerts, Monthly *StraightTalk* Newsletter (\$600 value)
- Advertisement or a flyer in the event program at each meeting
- Opportunity to present programs at GFDA meetings (at no charge to GFDA)
- Opportunity to address attendees at each GFDA meeting in a year

**Note: Exclusive to one industry provider per type
(i.e. Answering Service, Automobiles, Burial Clothing, Casket, Chemical, General Liability, Pre-Need, Print Items, Vaults, etc.).**



2019 Exclusive Marketing Alliance Partner Opportunity - Proposals Required Responses

Note: The responses do not have to be submitted in this exact order;
however, all items should be covered in your response.

1. Legal name of submitting company
2. Authorized representative with contact information (phone, fax, email) who can answer questions and act on behalf of company.
3. Describe your company's proposal for revenue to GFDA and include:
 - a. Incentive discounts and/or rebates available to individual firms that purchase company's product under the Agreement.
 - b. Percentage of sales revenue to GFDA for both current and new customers in the GFDA membership for your product.
 - c. Will the Agreement be based on gross or net sales?
 - d. Proposed payment schedule to GFDA (monthly, quarterly, annually)
 - e. Describe any payout per product type, if applicable. Conversely, if the Agreement will have a flat fee, please state that affirmatively.
 - f. Detail any special terms or conditions, if any, that affect the individual firm discounts or payments to GFDA.
 - g. An affirmative statement that the Agreement will remain in full force and effect if the selected firm is acquired by another firm.
 - h. An affirmative statement to the effect of "It is understood and agreed that the Agreement anticipates certain performance by both parties, engendering good will and name recognition for (the selected company) and GFDA. Both parties represent that they will uphold the highest ethical and professional standards in all dealings relating to this Agreement. Further, it is understood and agreed that the Agreement cannot be cancelled by either party unless a) changes in regulations relating to funeral service or non-profit organizations, by the US government or the State of Georgia render said Agreement illegal; b) one of the parties ceases to do business as a going concern, except in the case of acquisition by a surviving entity; c) illegal acts by a party which negatively affect the image or operations of the other party."
 - i. List any other details, terms or special considerations your firm wishes to cover.

Responses must be received in the GFDA office.

- Responses will be accepted via US Mail, FedEx, email or fax. All submissions should be made to the attention of Christie Carpenter, Executive Director. Submit as follows:
 - US Mail: PO Box 1865, Roswell, GA 30077
 - FedEx: 1001 Bombay Lane, Roswell, GA 30076 (FedEx will not deliver to PO Box)
 - Fax: 770-592-3686
 - Email: christie@gfda.org