

Strategic Partners must be businesses supportive of Alliance's mission AND be able to provide services or products that support Alliance members throughout the state of Colorado.

What is the Alliance Strategic Partner Membership?

Alliance's Strategic Partners are businesses that offer a diverse range of high-quality products and services to Alliance's PASA and CCB Members and their staff. Our Strategic Partners provide products and services to Alliance Members with a focus on customer service. Partners should also consider providing special or exclusive benefits to Alliance PASA and CCB Members and their staff (such as special pricing or discounts; training or education; or other benefit).

Alliance Strategic Partners Receive:

- Alliance's endorsement and promotion as a Strategic Partner.
- Networking opportunities via attendance at Alliance committee meetings and other membership meetings, with Committee Chair approval.
- FULL Access to all of Alliance's internal communications and our exclusive Member-only Portal!
- Information listed/advertised on Strategic Partner page in the Member Portal and listed on our Member List for the public.
- Exclusive first offer of Sponsorship/Exhibitor opportunities at Annual Alliance Summit at sponsor/exhibitor fee (space is limited).
- Prominent advertising at the Annual Alliance Summit as a Strategic Partner, regardless of exhibiting or sponsoring.
- Ability to submit articles and/or advertising for weekly Alliance electronic communications to members.
- Alliance-hosted/promoted sales webinar opportunity once per year.

Why should my business become an Alliance Strategic Partner?

Becoming an Alliance Strategic Partner gives your company the exposure and access necessary to make a distinct impression on executives and staff at hundreds of Colorado agencies serving individuals with IDD. With more than 12,000 people employed by Alliance members, our members' agencies are always looking to provide better quality services and to offer additional benefits to their employees and look to Alliance's guidance in doing so.

The goal is that this partnership is beneficial to all those involved: the Strategic Partner, the Alliance member agencies (and their staff), and Alliance.

Alliance can also provide your company and staff with insider information on all legislative and budgetary initiatives affecting the IDD community in Colorado and on a federal level.

Included – Listed as sponsor of Alliance's IDD Community Awareness Events:

- Acknowledgement on marketing materials that reach 4,000+ people outside Alliance for our Community Awareness Events at the Rockies, Rapids, and Avalanche games.

<https://www.alliancecolorado.org/partnerships>

This Membership level is not open to businesses designated as a Program Approved Service Provider (PASA) or Community Centered Board (CCB)

Alliance's Strategic Partner Membership Overview

Advancing Quality Services for Providers of People with Intellectual and Developmental Disabilities (IDD)

Fee/Cost	\$2,000 annually
Paperwork required to join	Alliance Membership Application
Annual Renewal	Annual automatic renewal every July. Fee will be prorated based on date of application acceptance.
Benefit to Alliance members	Should consider providing a special or exclusive benefits or discounts to Alliance CCB/PASA members
# Allowed per business or service line	At Board discretion
Board approval required	Yes

Membership Interactions

May present sales webinar to CCB/PASA members once per year, outside of Alliance Summit	Yes, webinar to be hosted & advertised by Alliance. (see Web Presence for information on Strategic Partner-hosted webinars.)
Able to attend webinars and trainings offered by Alliance	Free, or at member pricing
Able to attend Internal Alliance Committee Meetings, includes Forum and BOD (via web/audio only)	With Committee Chair approval
Access to Alliance Information	Yes; full access: A-Team News, staff emails, and Member Portal

Web Presence

Promoted on website	Yes, information included on Strategic Partner Page in Member Portal and on our Member List for the public
Promoted in weekly A-Team News (side scroll)	Constant weekly opportunities to provide Alliance with related articles, announcements, or Strategic Partner-sponsored webinars/events
Additional promotion to Membership	Yes, will work with Strategic Partner to promote your services
Submit articles focusing on IDD in Colorado	Yes, will publish/distribute in A-Team News

Annual Alliance Summit

Strategic Partners will have exclusive access to opportunities for sponsorship/exhibiting before other companies and will be featured prominently in all marketing and on-site!

Alliance Summit Sponsor (includes advertising in electronic ads, program, signage at event, etc.)	At sponsorship fee. Will be listed in program as Strategic Partner regardless of sponsoring or exhibiting at conference.
Alliance Summit Exhibitor	At exhibitor cost, two representatives included
Breakout Session at Alliance Summit	At Alliance's Summit Planning Committee discretion
Summit Attendance if not Sponsoring/Exhibiting	At member registration rate

IDD Community Awareness Events

Listed as a sponsor of Alliance's Community Awareness Events (Rockies, Rapids, Avalanche, etc)	Yes; Tickets to attend sporting events must be purchased separately.
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