New Mexico Restaurant Association
Featured Benefit Guidelines

Below are the guidelines for submitting a program to be listed as a "featured benefit" on NMRA's website and select collateral.

After submitting the items in the guidelines, the benefits will be reviewed by the Membership Committee of NMRA's board, and if approved, an invoice will be created. Once paid, the featured benefit will appear.

To be included as a featured benefit, your offer/program must include:

1) *References* – please provide three (3) references, preferably from NMRA Members, that have used or are using the provider's product and/or service. *Pricing/Royalties* – a) how the company will profit from a relationship with NMRA, and b) how NMRA members will benefit from the relationship.
2) *Discounts* – the program must offer members a significant discount off published prices. Please demonstrate this by showing a rate comparison for members vs. nonmembers. Member Discount must be over 15% or $75, whichever is lower.
3) *Unique Offering* – Demonstrate that members would not be able to obtain a similar offer from the provider without participating in the program as a NMRA member.
4) *Summary* – a brief summation of the proposed relationship.

After approval, you must also submit:

- $1,000 fee (may be billed quarterly) to be renewed annually
- High resolution logo
- Mini flyer or coupon (you supply print ready or we design for $100 design fee):
  - 8.5"L x 3.6"W
  - High Quality JPG or PNG
  - High Quality Print Ready .PDF
  - CMYK Colors for Best Printed Results

<u>NMRA Requirements for Providers in NMRA Featured Benefit:</u>

1) Company must be a dues-paying Associate Member *before* consideration, and must maintain NMRA membership in good standing throughout the duration of their participation as a featured benefit.
2) Company will keep in contact with NMRA on a regular basis to:
   a. Provide updated contact information.
   b. Keep abreast of new NMRA Members and programs.
3) Company should contact any new Member requesting information via the membership application or Membership director within 7 days of receiving request.
4) Company must obtain approval from NMRA for any mailings, promotions, etc. that utilize the NMRA logo or letterhead, and will follow NMRA Logo Guidelines. The NMRA CEO must receive a copy of every correspondence mailed to NMRA Members.
5) NMRA will keep record of any complaints about a particular company or program. If complaints remain unresolved or company has an excessive amount of complaints during a one-year period provider will be removed from featured benefit program

NMRA Responsibilities to Featured Benefit Provider

1) NMRA will provide to an approved provider a NMRA membership list, within 72 hours of request, to any featured benefit program provider requesting one at any given time. Membership lists do not include email addresses.
2) NMRA will list all featured benefit providers in the benefits section of the NMRA website.
3) NMRA will include your mini-flyer in membership invoices or renewal packets and new member welcome packets.
4) NMRA will keep in contact with Featured Benefit on new NMRA Members.
5) NMRA will conduct an annual review of Featured Benefit to determine whether the provider is still meeting NMRA minimum criteria and is a benefit to Members.

Non-Exclusivity

NMRA reserves the right to market some programs to a greater extent if the benefit to members is significant. NMRA reserves the right to market and distribute other products and services, including products and services that may be competitive with the Featured Benefit Provider. This is a non-exclusive agreement with respect to the obligations of each party.

Expiration

Featured benefit offers will continue for 1 year, and agreement shall renew annually unless written notice is received from either party.

_____	_____	_____
Signature - NMRA Representative	Printed Name	Date
_____	_____	_____
Signature – Vendor Representative	Printed Name	Date