



Thank you for your interest in becoming an Affiliate of Career Colleges Ontario (CCO).

In the Fall of 2016, CCO developed a new framework for its relationships with Affiliates and potential Strategic Partners. Please see the details on the new framework below.

Affiliates:

Under the new framework, an Affiliate is defined as a vendor who pays to CCO an annual affiliate fee of \$600 or provides in-kind services/goods to CCO annually that have a value of at least \$600.

In exchange for the payment of the affiliate fee or provision of the in-kind contribution, an Affiliate is entitled to:

- Be listed as an Affiliate on CCO's website
- distribute one promotional piece per year through CCO directly to CCO member career colleges
- benefit from a reduced exhibitor fee for CCO's annual conference

Platinum sponsors of the CCO annual conference will be automatically granted Affiliate status for the following affiliate year at no charge. The affiliate year runs from October 1 to September 30 each year.

If you are interested in becoming an Affiliate with CCO, please arrange to either:

- submit your completed application form along with payment to CCO; or
- submit a written proposal for CCO's consideration that describes the type of in-kind contribution that you would make to CCO in lieu of paying the annual Affiliate fee

Strategic Partners:

Under the new framework, a Strategic Partner is defined as a vendor who has a signed agreement with CCO whereby:

- CCO and the Strategic Partner agree to jointly promote exclusively the vendor's programs and products to CCO member career colleges;
- the Strategic Partner offers a discount for such programs and products exclusively to career colleges that are members of CCO; and
- The Strategic Partner agrees to pay CCO an annual fee of \$1,000, or provides a percentage rebate based on the value of programs and products provided by the vendor to CCO member career colleges equal to or greater than \$1,000.

As part of the agreement, Strategic Partners would be entitled to:

- benefit from joint exclusive marketing of their category of programs and products directly to CCO member career colleges
- Include the CCO logo on their marketing materials
- place ads in all editions of CCO's on-line magazine, the Voice
- have a listing as a Strategic Partner on CCO's website
- distribute two promotional pieces per year through CCO directly to CCO member career colleges

- benefit from a reduced exhibitor fee at the annual CCO conference

Platinum sponsors of the CCO annual conference, who also qualify as Strategic Partners, would have \$600 credited toward their strategic partnership fee/rebate for the following Strategic Partnership year.

If you are interested in becoming a Strategic Partner with CCO, please contact CCO to set up a meeting to discuss the components of a potential agreement that would benefit the career colleges that are members of CCO.

Yours Truly,

DStuart

Dena Stuart
CCO Administrative Assistant

*For CCO Conference information please contact: April Chato @ 519-752-2124 ext. 113 or aprilchato@careercollegesontario.ca



CAREER COLLEGES ONTARIO

155 Lynden Rd, Unit 2 Brantford, Ontario N3R 8A7

AFFILIATE APPLICATION

____New Application____Renewal

Name of Organization: _____

Full Address: _____

Telephone: _____ Fax: _____

General E-mail: _____

Web Site: _____

Name of Representative: _____

Title of Representative: _____

Email of Representative: _____

Number of Years in Operation: _____

Please provide us with a description of your services for the CCO website:
