

## KENTUCKY CHAMBER OF COMMERCE EXECUTIVES

### POLICY ON NON-DUES REVENUE AGREEMENTS AND VENDOR PARTNERSHIPS

DECEMBER 2009

The Kentucky Chamber of Commerce Executives (KCCE) provides services and resources to support building excellence in Kentucky chambers of commerce. In providing those services and resources, KCCE will consider partnering with vendors that provide services and resources to KCCE members under the following guidelines:

- a. The services or resources are applicable to a variety of chamber of commerce organizations regardless of membership size, budget, geographic location or membership affiliation.
- b. The services or resources are a logical extension of the KCCE mission.
- c. The vendor provides services or resources at the highest quality available.
- d. The agreement provides a cost advantage or additional exclusive value to KCCE members.
- e. The services or resources are optional to KCCE members.
- f. The agreement addresses and compensates KCCE for all expenses related to marketing and providing the services and resources to its members in addition to the potential for generating a minimum of \$3,000 of additional non-dues revenue per year within a three-year period or provides a KCCE benefit equivalent to \$3,000 annually.
- g. The agreement is voidable should performance standards not be met by either party or for any other reason with a minimum of 30 days notice.
- h. The agreement is structured to provide for KCCE ownership of customers or the actual rights to provide the services or resources.
- i. The agreement provides for the participation of the vendor at all KCCE conferences with complimentary conference registration fees. At the vendors own cost will include lodging, transportation and exhibits.
- j. The services or resources do not interfere with other KCCE services or resources and do not prohibit other vendors providing the same or similar services or resources from working with KCCE as a sponsor or exhibitor.

Vendor proposals submitted to KCCE for consideration must include the following in writing:

- A minimum of a three-year marketing plan
- Revenue growth projections by month for a minimum of three years
- Schedule of sales and marketing activities and materials
- Responsibilities of all related parties
- Compensation schedule to all related parties including salespeople, customers, and KCCE