



## **AFFILIATE PARTNERSHIP OVERVIEW**

[www.integrativechange.com](http://www.integrativechange.com)

### **Summary**

Integrative Change, Inc. (IC) is the only business referral network dedicated to health and wellness professionals in South Florida. It is unique in that it integrates its network of practitioners and partners through active business networking, training, consultation and collaboration. An Affiliate Partnership with Integrative Change, Inc. involves exposing its members to unique business services that will benefit their respective health care practices, generate business for the Affiliate Partner and provide a nominal commission fee to IC. Integrative Change has two active chapters—one in Dade and one in Broward/Palm Beach county.

Below is an outline of the overall Benefits and Agreements of a Preferred Partner Membership. A more detailed agreement will be created.

### **Benefits**

1. **Diversified Referral Sources.** By partnering with IC, the AP's services will be exposed and promoted to all IC members. Each IC member is a potential source of business for the Affiliate Partner. When an IC member applies, their business needs are identified and they are referred to the appropriate AP.
2. **Category Exclusivity.** Affiliate Partner services will be the only one of its kind in the IC Network for its respective region (e.g. South Florida) so the AP does not have to compete with similar businesses. If you wish to represent more than one region, this can be discussed with IC. Other businesses with similar services will not be allowed to join as long as the Affiliate Partner relationship continues with IC.
3. **Networking.** IC hosts monthly networking meetings. A representative from each AP will be invited to these events to speak about your company's services
4. **Visibility.** The AP's logo, description of services and contact information will also be featured on the Integrative Change website. A banner ad will also be featured on the IC homepage. The AP's services will be announced to all members at the beginning of its partnership with IC as well as periodically throughout the year.

### **Agreements**

1. **Commission.** That Integrative Change receives a nominal commission (15%) on services rendered by an IC member with each AP. The details and terms of this are discussed directly with IC.
2. **Cross-Linking.** That each AP provides the Integrative Change logo and link on its website.
3. **Participation.** That a representative from each Affiliate Partner attend a minimum of four meetings per year. Meeting dates are set for the calendar year so you can plan accordingly.