

# Affinity Program

## Canadian Security Association A recognized voice of security in Canada

### How partnering with CANASA can grow your business

Attracting and retaining new business is now more important than ever before. The Canadian Security Association (CANASA) is proud to offer your organization an opportunity to grow your business and bottom line through our Affinity Program. This program is designed to provide our partners with the maximum potential to increase sales and revenue through exposure to CANASA's current member base in return for partnership support.

### The rewards of partnership

Partnership with CANASA's Affinity Program offers a number of exclusive benefits for your organization that will offer a high return on investment, including:

- An opportunity to reach more than 1000 prospective customers across Canada who not only want, but need to use your product or service;
- Increased brand exposure and opportunity to include your message through our Affinity Program advertising campaign;
- Online presence through a dedicated Affinity Program web page on [canasa.org](http://canasa.org) with a link to your website as well as promotion in our monthly e-newsletter and on our website homepage.
- Promotional opportunities that will directly connect your products or services with our member base, including our dedicated Affinity Program print materials and e-communications; and
- Most importantly, increased income from new customers.

### For additional details or if you are interested in becoming an Affinity partner contact:

Patrick Straw, Executive Director  
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1-800-538-9919 ext. 222 or [pstraw@canasa.org](mailto:pstraw@canasa.org)

# Affinity Program

## Program Details

### Affinity Program partner requirements

CANASA has two categories of Affinity Program partners; national and provincial.

**National Affinity Partners** must be fully bilingual and able to service all provinces of Canada including Quebec which will allow them to be promoted to all CANASA member organizations across Canada.

**Provincial Affinity Partners** are not required to be bilingual and can service members in one or more provinces, but are not expected to service all of Canada. Provincial Affinity Partners will be promoted to CANASA member organizations across the Partner's respective province of business.

All of CANASA's Affinity Program national or provincial partners must fulfil the following requirements as well as offer a discounted product/service to CANASA members:

- Provide CANASA with corporate logo and advertising artwork for any marketing materials CANASA produces to support the program;
- Provide CANASA with promotional 8 1/2" x 11" flyer for distribution at member events and inclusion in membership kits;
- Provide CANASA with activity reports quarterly or upon request. These reports may be aggregated, but must provide a clear indication of the number of CANASA members utilizing your product/service, and the benefit received as a result of CANASA membership.

### About Canadian Security Association

The Canadian Security Association (CANASA) is a national not-for-profit organization that advocates, educates, and provides leadership to our members in a self-regulated environment of Canadian security professionals. CANASA has been a recognized voice of security in Canada for more than 30 years and has a growing membership of more than 1200 member organizations across the country representing more than 6000 Canadians. CANASA supports its members through a comprehensive network of services, including security education, government relations, marketing, communications, leading industry trade shows, and the latest industry information and news.

**Check out our current Affinity partners on [www.canasa.org](http://www.canasa.org)**

#### Canadian Security Association

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