



## **The NFIB Affinity Provider Program:**

We appreciate your interest in the NFIB Affinity Provider Program (the "Program"). Managed by NFIB Member Services Corporation (MSC), the Program connects our extensive small business membership with companies (the "Provider") that offers high-value products and services that support their operational success.

Since 1983, the Program has provided a strong channel for companies to reach small business owners by offering access to savings and discounts on essential products and services. Providers benefit from the strength of the NFIB brand and the collective buying power of NFIB members, creating a mutually valuable relationship for both members and participating companies.

For inclusion in the Program, MSC conducts thorough evaluations of potential companies to ensure that members receive best-in-class products and services from viable companies. Traditionally, only one new product or service is considered per year.

This document outlines the requirements for consideration and the benefits offered to participating companies. Please review it carefully as you assess if your company is a strong fit for the Program.

If you believe your company meets the standards for consideration, you are encouraged to submit your information through the online form linked on the last page of this document.

Allows companies to provide products and services to NFIB members utilizing the NFIB brand.

### **Requirements for Consideration**

A national offering

A deep understanding of small business

An existing customer base of small business

A willingness to invest in marketing beyond marketing channels offered through NFIB

A minimum annual revenue guarantee paid to MSC, not dependent upon sales/volume

## A. PROGRAM INCEPTION & MANAGEMENT

In 1983, MSC was founded with the belief that the collective strength of the NFIB membership could result in the acquisition of significant member discounts on products and services small business owners use to succeed in business. This resulted in the NFIB Affinity Provider Program.

Managed by the MSC Team (the "Team"). Providers receive a substantial amount of support and assistance with marketing to NFIB members. The Team is knowledgeable about NFIB membership, best practices, prior results, as well as market research. The Team also serves as the liaison to advocate and assist with communicating the Providers' key messages through available marketing channels.

Additionally, the MSC Team provides best-in-class support to Providers with focus on the following areas:

- Proven launch planning and implementation
- Marketing and campaign management and reporting
- Performance and financial reporting, forecasting, and analysis
- Membership list management, targeting, and segmentation

## B. PROGRAM PARAMETERS

MSC only considers products/services and companies that have all of the following attributes:

- **Provides a solution to a member need** – There is a clear and proven need for this product or service among a significant number of NFIB members
- **Has experience with small businesses** – The product or service is available to a significant number of small businesses
- **Provides a benefit** – The product or service helps small businesses succeed, or delivers exceptional value to NFIB members and/or their employees or customers
- **Provides a unique offer** – The product or service must be offered to NFIB members with terms more attractive than what can be found in the general marketplace
- **Has national availability** – The company is able to sell and service its products in all 50 states and the District of Columbia
- **Has affinity relationship experience** – The company must understand and be able to demonstrate an ability to manage affinity relationships and customize its operations to meet the requirements of the Program

## A. UPHOLDING BEST-IN-CLASS REPUTATION

Program positioning is centered on providing access to high quality products and services that are not readily accessible or available in the general marketplace. MSC will only consider products/services from companies that can demonstrate a proven value to small businesses. As a result of our organization's strong affinity with our members, rigorous financial and operational due diligence is conducted on all companies prior to inclusion in the Program.

## B. FINANCIAL REQUIREMENTS

Because MSC invests in marketing and strategic support of each Provider's product/service, the Program should provide recurring revenue. This typically includes payment on the acquisition of new customers, and a percentage of sales, transaction volume, loan volume, etc.

## C. MARKETING REQUIREMENTS

In addition to marketing conducted by MSC, Providers are also expected to market their services directly to members (one of the many benefits of being a Provider is potential access to the NFIB member list). These expectations, along with reporting requirements, are clarified below:

- Marketing plans: While there is no minimum marketing investment required, it is expected that Providers will take advantage of NFIB's available marketing channels. The most successful Providers utilize an integrated marketing plan to maximize their exposure to NFIB members.
- Relationship Manager: We request that each Provider identify an experienced Relationship Manager to serve as a primary liaison for the MSC Team. The Relationship Manager will oversee the implementation of the marketing plans, handle day-to-day contact with the MSC Team, and assist with troubleshooting any operational issues.
- Marketing resources: Providers will need to assist with developing advertising and content for inclusion in NFIB marketing channels by providing resources (i.e., logos, brand standards, copy points, etc). MSC will rely on these marketing resources to assist in identifying new opportunities for the promotion of products/services within the NFIB channels as well as aid in the development of the marketing material and content.

## D. REPORTING REQUIREMENTS

MSC desires to gain a deep understanding of NFIB members' behavior in the program through standardized reporting. Tracking and reporting are crucial to interpreting the success of our marketing strategies. Therefore, at a minimum, each Provider is required to submit quarterly performance and revenue reports which detail key performance metrics.

## E. LEGAL REQUIREMENTS

If chosen as a Provider, each company will be required to enter into formal agreements.

1. Program Agreement – This agreement is between MSC and the Provider and includes the primary business and legal terms of the relationship.
2. Royalty Agreement – This is an agreement between NFIB and the Provider that allows the Provider to use the NFIB logo, service marks, and potential access to the membership list owned by NFIB.

It is important to note that NFIB/MSC has several legal requirements with regard to these agreements that are non-negotiable. These are:

1. Use of NFIB/MSC form agreements
2. A minimum three-year contract term
3. Tennessee law and venue



## MARKETING SUPPORT

MSC has a multi-channel marketing strategy that features and promotes the entire collection of Providers' products and services via NFIB.com, direct mail, and email. As campaigns are developed, NFIB marketing channels may also be utilized to promote a Provider via: electronic and digital assets.

The MSC Team will assist Providers in leveraging all communication channels that are used to communicate with NFIB members.

## NFIB BRAND

The NFIB brand and its logo are symbols of quality, trust, value and reliability. A valuable aspect of becoming a Provider is being included in the collection of resources within the brand. Communications from Providers are typically co-branded; leading with the NFIB brand as member recognition of this logo/brand results in higher response.

## NFIB MEMBER LIST

Potential access to the NFIB membership list for direct mail and telemarketing purposes may be granted to Providers. The list can be segmented by various criteria such as years in business, revenue, and number of employees.

MSC follows an intensive multi-step process to ensure that the highest quality and viable offer is presented to our members. Should the decision be made to move forward with evaluating the product/service category that your company provides, you may be contacted in approximately 90-120 days for further discussion.

## THE FULL PROCESS INCLUDES:

- 1** MSC receives required information from interested company
- 2** MSC evaluates member need(s) through surveys, requests, and market research
- 3** MSC identifies additional companies that offer similar products/services and have experience with the small business market
- 4** MSC invites identified companies to participate in a Request for Proposal (RFP) process. This process will provide additional data relevant to the opportunity and allow both the companies and MSC to fully evaluate the opportunity
- 5** MSC selects finalist(s) based on criteria stated in the RFP
- 6** MSC and Provider(s) negotiate/execute Affinity Provider agreements
- 7** Program launches to NFIB members

If you believe that there is a match between NFIB's Affinity Provider Program benefits/requirements and your company's sales and marketing goals, you are invited to submit additional information to express your interest in becoming a Provider.

***Prospective companies who have not been directly contacted by MSC to submit a RFP are required to submit their information to the MSC Team for consideration.***

**Please note that at this time, there are no plans to add products and services to the Affinity Provider Program in 2026. You are still welcome to submit your information for consideration.**

click here to  
**SUBMIT YOUR INFORMATION**