



The Wisconsin Builders Association (WBA) is proud to work with various partners to provide additional products and services to our membership.

Any affinity program partner with the WBA is not an endorsement, but an opportunity for our members to take advantage of savings and receive the benefit of programs and services via their three-part membership with their local HBA, the WBA, and the National Association of Home Builders (NAHB). Also, any affinity partnership is not necessary exclusive, and the WBA reserves the right to work with additional partners to provide similar products and services to our membership.

All applications for affinity programs offered by the WBA will first be reviewed by the WBA Executive Director and must be approved by the WBA Executive Committee.

To learn more about your business and the affinity program you are offering WBA members please fill out the following questions. Attach additional pages if needed to answer questions.

Company Name	
Company Contact	
Phone Number	
Email	
Company Website	
Address	

Are you currently a member of the WBA via a local HBA? If yes, for how many years?

Briefly provide an overview of your company.

Why would a partnership with WBA will be a successful alliance?

Please provide an overview of the specific services and products that you will be offering.

Is the offer you are providing WBA members better than something nonmembers would receive? (If so, please describe.)

What type of materials will you provide to help promote this service to WBA members? Do you plan to do any email marketing to WBA members to promote this service? (Please note: Any email communications must be sent through the WBA's email system, at a maximum rate of 1 per month.)

Are there any other methods you plan on using to promote your service to WBA members?

What is the royalty structure that WBA will receive from this program?

How often do you pay out revenue (monthly, quarterly, or yearly)?

Are there any limitations or exceptions to your program?

Do you offer this same program to other organizations?