



# NATIONAL SHERIFFS' ASSOCIATION

## Affinity Program Guidelines

The National Sheriffs' Association (NSA) is located in Alexandria, VA and is a nonprofit organization dedicated to raising the level of professionalism among sheriffs, their deputies, and others in the field of criminal justice and public safety so that they may perform their jobs in the best possible manner and better serve the people of their cities, counties or jurisdictions. The NSA is also dedicated to working with citizens to bridge the gap between law enforcement and the community.

### **Membership Information:**

NSA Membership as of January 16th, 2018: 21,844

NNW Membership as of January 16th, 2018: 438

Membership is compiled of law enforcement professionals (sheriffs, chief of police, deputies, police officers, and all individuals affiliated with federal and state law enforcement or with military agencies.), as well as citizens and law enforcement supporters.

### **Affinity Partner Guidelines:**

The NSA considers our affinity program a valuable tool in attracting and retaining members and offers access to all NSA and NNW members in good standing.

The following criteria will be used to approve and add companies to the program:

- The product or services proposed for the affinity program must provide a cost savings and/or added value to NSA members that would not otherwise be available to NSA members or in the general marketplace.
- NSA Affinity partnerships are not industry exclusive unless otherwise agreed on before finalizing NSA Affinity Partnership.
- As of May 1, 2016 all vendors must submit an application to NSA in order to be considered an affinity program provider
- As of May 1, 2016 affinity program partners who are approved should submit a periodic updates on the status of members participating in the program to [elyons@sheriffs.org](mailto:elyons@sheriffs.org).

### **General Affinity program benefits to include:**

- Exposure on the NSA website on membership benefits page that includes your logo, a description of benefits, and link to your website
- General affinity program promotion to over 80,000 NSA Facebook followers
- General affinity program promotion to nearly 20,000 members in NSA Newsletter, and Sheriff and Deputy magazine

Please complete the application on pages 2 and 3.

### **Questions? Contact:**

Erin Lyons, NSA

1450 Duke St.

Alexandria, VA 22314

Phone: 703-838-5355 Fax: 703-838-5349 Email: [elyons@sheriffs.org](mailto:elyons@sheriffs.org)



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## Affinity Partner Application

**Vendor Name**

**Website**

**Contact Name**

**Title**

**Street Address**

**City**

**State**

**Zip Code**

**Phone Number**

**Email Address**

**Nature of Product/Service**

**What is the Benefit to NSA Members?**

**What is the Regular Price of Your Product?**

**NSA Member Price/Discount?**

**Please Explain How Members Would Order/Use Your Service. Include Use of ID/Code/  
Phone Number/Online Ordering Information.**

***\*Please Note That At No Time Will the NSA Be Responsible for Order or Payment Processing***

*\* The Membership Department along with the Deputy Director will review and approve all applications. You will be notified regarding the decision.*

**Vendor's Statement**

*I have read the above NSA Affinity Partner Guidelines section and have completed this application in compliance with said policy. Our organization is responsible for all order and payment processing as well as distribution. I understand the decision of the Membership Department and Deputy Director is final.*

**Signature**

**Date**

**Printed Name**

**Title**

**Submission Information:**

**Return To:**

Erin Lyons, NSA

1450 Duke St.

Alexandria, VA 22314

**Phone:** 703-838-5355 **Fax:** 703-838-5349 **Email:** [elyons@sheriffs.org](mailto:elyons@sheriffs.org)

*The approval process requires up to 60 days.*

For more information about the National Sheriffs' Association, visit [www.sheriffs.org](http://www.sheriffs.org).

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