



Pioneer Network's Partnership Program – Six Key Advantages

An effective way for a company or organization to get its marketing messages to its target industry or profession is to become a partner of the trade or professional associations that represents those companies or professionals.

Partnering with Pioneer Network has six key advantages for companies and organizations:

1. The power of affinity: While partnering is not an endorsement by Pioneer Network, there are advantages of being identified to the stakeholders as a “Partner.”

- Enhances credibility and reputation by being affiliated with Pioneer Network
- Organizations and providers are more engaged in supporting companies that are Pioneer Network Partners
- Creates goodwill among older adults and their families, consumers, and other stakeholders
- Creates goodwill among the Partner's employees and their families and friends
- Increases the Partner's brand recognition
- Increases the Partner's ability to attract and retain staff
- Attracts positive media attention for the Partner

2. Brand exposure/differentiation: Most organizations have many dozens or hundreds of business firm members. By being one of a very small number of Pioneer Network Partners, companies will be more distinctive and will stand out in a crowd.

- Brand identity; promotes a positive brand; brand awareness; strengthening a brand
- Distinguishing the brand from competitors' brands
- Improves confidence from consumers
- Improves confidence from aging services providers

3. Thought leadership/business intelligence: Many companies have information that is of value to Pioneer Network's supporters. In some instances, Pioneer Network allows only Partners to disseminate this type of content to them.

- Positions the Partner as a knowledge leader

- Identifies opportunities for the Partner to educate stakeholders
- Identifies opportunities for the Partner to provide strategic guidance to the organization
- Provides access for the Partner to anecdotal information about Pioneer Network's field and area of expertise
- Provides access to data for the Partner about Pioneer Network's stakeholders
- Provides access for the Partner to information on the needs of Pioneer Network and its stakeholders so the company can provide targeted content

4. Social responsibility/accountability: Partnership with a worthy organization like Pioneer Network can contribute to a company's image and influence. Also, there is a direct connection between corporate social responsibility and a company's competitive advantage in the marketplace.

- Fulfills the Partner's philanthropic goals
- Fulfills the Partner's corporate social responsibility/accountability goals
- Enhances trust in the Partner

5. Business development/growth: The four advantages above all contribute to business development opportunities for Pioneer Network's Partners.

- Provides access to a targeted group of key clients and prospects
- Creates potential for a more enhanced customer experience
- Affords a way to reinforce advertising or exhibiting with Pioneer Network
- Generates stronger leads
- Increases the likelihood of referrals and recommendations as a result of having an "inside track" with Pioneer Network, its board and its staff
- Substitute for advertising

6. Other

- Builds opportunities to engage the Partner's employees
- Exclusive benefits – benefits that are *not* available to companies that are not Partners with Pioneer Network
- Concierge service for each Partner from Pioneer Network staff



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