



# AOA MEMBER BENEFITS

	ALPACA OWNER	YOUTH MEMBER	PRIMARY MEMBER	BUSINESS MEMBER	CORPORATE MEMBER
		18 or younger on January 1 of the applicable year			
	Unpaid User	\$20	\$50	\$200	\$150
Benefit from National Public Relations and Communications	✓	✓	✓	✓	✓
Mentorship		✓			
Scholarship Opportunities		✓			
Networking Opportunities		✓	✓	✓	✓
Voting Rights (if Bylaw 3.3 requirements are met)			✓	✓	✓
Eligible to Participate in Gift Membership Program				✓	
<b>REGISTRY BENEFITS</b>					
View and Manage Current Herd	✓	✓	✓	✓	✓
View Past Alpacas		✓	✓	✓	✓
Register and Transfer Alpacas		✓	✓	✓	✓
Participate in Expected Progeny Differences (EPD) Program		✓	✓	✓	✓
Access the Database (includes pedigrees, EPDs, members, show results)		✓	✓	✓	✓
Eligible for Bulk Transfer Discounts (contact office for details)				✓	
<b>EDUCATIONAL BENEFITS</b>					
Access to Educational Tools and Resources		✓	✓	✓	✓
Access to Current and Past Issues of <i>Alpacas Magazine</i> Online		✓	✓	✓	✓
Receive Print Subscription to <i>Alpacas Magazine</i>				✓	✓
<b>MARKETING BENEFITS</b>					
Listed in Online Member Directory		✓	✓	✓	✓
Eligible to purchase Listing in Alpaca Owners Guide		✓	✓	✓	✓
Eligible to purchase Advertising in Alpaca Owners Guide				✓	✓
Event Promotion through online Event Calendar				✓	✓
Access to Public Relations Assistance				✓	✓
Eligible to purchase Member eBlasts				✓	✓
Eligible to purchase Leads				✓	✓
Eligible to Add a Marketing or Benefactor Package				✓	✓
Affinity Badge				✓	✓
Shown on Farm & Ranch Locator (farm name, phone, city, state)				✓	
Shown on Corporate Marketplace					✓
List Alpacas Online for Sale and Stud				✓	
<b>SHOW BENEFITS</b>					
Free Email Certificates with all New Registrations and Transfers		✓		✓	
Youth Show Membership		✓			
Show Membership				✓	
<b>ADD-ONS AT ADDITIONAL FEES</b>					
Eligible to add a Fleece Show Membership for \$60			✓		
Add second person from your account as a Primary Member for \$20				✓	
Right to add your children 18 and younger as of January 1 as Youth Members for a flat fee of \$20				✓	
For Business Members with more than one business model the right to add on a listing in the Corporate Marketplace for an additional fee				✓	



# AOA MARKETING PACKAGES

	BASIC MARKETING	ADVANCED MARKETING	SILVER BENEFACTOR	GOLD BENEFACTOR	PLATINUM BENEFACTOR
	\$295	\$695	\$1,250	\$2,400	\$4,000
<b>MEMBER MARKETING</b>					
Discount on Member eBlasts	5%	10%	15%	20%	30%
Discounted lead price	\$0.15 per lead	\$0.10 per lead	\$0.5 per lead	Sent monthly	Sent monthly
Free quarterly eBlast to new members			\$200 value	\$200 value	\$200 value
Recognition at bottom of AOA eBlasts			2 Times	5 Times	10 Times
<b>ALPACA OWNERS GUIDE</b>					
Listing in Alpaca Owners Guide (includes free printed copy)	\$100 value	\$100 value	\$100 value	\$100 value	\$100 value
Bold Benefactor Listing in Alpaca Owners Guide (includes free printed copy)			✓	✓	✓
One (1) free ad in Alpaca Owners Guide		1/3 page (\$250 value)	1/3 page (\$250 value)	2/3 page (\$500 value)	Full page (\$750 value)
Discount on additional advertising in Alpaca Owners Guide	5%	10%	15%	20%	30%
<b>WEBSITE MARKETING</b>					
Business Members receive additional information on Farm & Ranch Locator (website, address)	✓	✓	✓	✓	✓
Business Members receive clickable logo included on Farm & Ranch Locator web page		✓	✓	✓	✓
Corporate Members receive emphasized listing in the Corporate Directory		✓	✓	✓	✓
Business Profile featured on AOA's website with a link to your website		✓	✓	✓	✓
Emphasized benefactor listing in the Online Member Directory			✓	✓	✓
Recognition on AOA website			✓	✓	✓
<b>ALPACAS MAGAZINE</b>					
Recognition in each issue of <i>Alpacas Magazine</i>			✓	✓	✓
One (1) ad in <i>Alpacas Magazine</i> (any issue)			1/4 page (\$325 value)	1/2 page (\$650 value)	Full page (\$1,250 value)
Discount on 2-page Ranch Profile in <i>Alpacas Magazine</i>			15%	20%	30%
Option to opt-in to receive additional copies of <i>Alpacas Magazine</i> (each issue)			5 (\$250 value)	8 (\$320 value)	12 (\$480 value)
<b>NATIONAL SHOWS</b>					
Recognition at the AOA National Halter and Fleece Shows			✓	✓	✓
Banner in the show ring at the AOA National Halter Show			\$250 value	\$250 value	\$250 value
<b>NATIONAL ALPACA FARM DAYS</b>					
National Alpaca Farm Days (NAFD) registration included		\$35 value	\$35 value	\$35 value	\$35 value