

MEMBERSHIP BENEFITS

YOUTH MEMBER \$20	PRIMARY MEMBER \$50	BUSINESS MEMBER \$200	INDUSTRY PARTNER \$150
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GENERAL BENEFITS

National public relations and communications	✓	✓	✓	✓
Mentorship opportunities	✓			
Scholarship opportunities	✓			
Networking opportunities	✓	✓	✓	✓
Voting rights (if Bylaw 3.3 requirements are met)		✓	✓	✓
Exclusive discounts from participating vendors	✓	✓	✓	✓
Dental and vision insurance available for purchase through Ameritas	✓	✓	✓	✓
Participation in the Gift Membership Program			✓	

REGISTRY BENEFITS

Register and transfer alpacas	✓	✓	✓	✓
Access the Expected Progeny Differences (EPD) Program	✓	✓	✓	✓
Search pedigrees, EPDs, the member directory, and show results	✓	✓	✓	✓
Bulk transfer discounts (contact the office for details)			✓	

EDUCATIONAL BENEFITS

Learn through AOA webinars and educational programs	✓	✓	✓	✓
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MARKETING BENEFITS

Listed in the Member Directory	✓	✓	✓	✓
Purchase a listing in the <i>Alpaca Owners Guide</i>	✓	✓	✓	✓
Purchase advertising in the <i>Alpaca Owners Guide</i>			✓	✓
Event promotion through the Event Calendar			✓	✓
Purchase member eBlasts			✓	✓
Purchase leads			✓	✓
Shown on the Farm & Ranch Locator			✓	
Alpaca Marketplace listing			✓	✓
List alpacas for sale and stud			✓	

SHOW BENEFITS

Show System exhibitor fee waived for all AOA-certified shows	✓		✓	
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MEMBERSHIP ADD-ONS

Add a second person from your account as a Primary Member (\$20)			✓	
Add all children 18 and younger as of January 1 as Youth Members (flat fee of \$20) (contact the office)			✓	
Add a Marketing or Benefactor Package			✓	✓



Education



Connection



Support



Growth

ADD-ON PACKAGES

**BASIC
MARKETING**
\$295

**ADVANCED
MARKETING**
\$695

**SILVER
BENEFACTOR**
\$1,250

**GOLD
BENEFACTOR**
\$2,400

**PLATINUM
BENEFACTOR**
\$4,000

MEMBER MARKETING

Discount on member eBlasts	5%	10%	15%	20%	30%
Discount on lead pricing	\$0.15 per lead	\$0.10 per lead	\$0.05 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

ALPACA OWNERS GUIDE (AOG)

Listing in the AOG	\$110 value	\$110 value	\$110 value	\$110 value	\$110 value
Bold benefactor listing in the AOG			✓	✓	✓
One free ad in the AOG		1/3 page (\$275 value)	1/3 page (\$275 value)	2/3 page (\$550 value)	full page (\$825 value)
Discount on additional advertising in the AOG	5%	10%	15%	20%	30%

WEBSITE MARKETING

Receive additional information on the Farm & Ranch Locator (website, address)	✓	✓	✓	✓	✓
Receive clickable logo on the Farm & Ranch Locator		✓	✓	✓	✓
Business Profile featured on AOA’s website with a link to your website		✓	✓	✓	✓
Emphasized benefactor listing in the Member Directory			✓	✓	✓
Recognition on AOA’s website			✓	✓	✓

NATIONAL SHOWS

Recognition at the AOA National Alpaca Show			✓	✓	✓
Banner in the show ring at the AOA National Alpaca Show			\$250 value	\$250 value	\$250 value

NATIONAL ALPACA FARM DAYS

National Alpaca Farm Days (NAFD) registration included		\$35 value	\$35 value	\$35 value	\$35 value
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