



AOA MEMBER BENEFITS

| | YOUTH MEMBER (18 or younger on January 1 of the applicable year) | PRIMARY MEMBER | BUSINESS MEMBER | CORPORATE MEMBER |
|---|--|----------------|-----------------|------------------|
| | \$20 | \$50 | \$200 | \$150 |
| GENERAL BENEFITS | | | | |
| National Public Relations and Communications | ✓ | ✓ | ✓ | ✓ |
| Mentorship | ✓ | | | |
| Scholarship Opportunities | ✓ | | | |
| Networking Opportunities | ✓ | ✓ | ✓ | ✓ |
| Voting Rights (if Bylaw 3.3 requirements are met) | | ✓ | ✓ | ✓ |
| Participate in Gift Membership Program | | | ✓ | |
| Purchase dental and vision insurance from Ameritas | | | ✓ | ✓ |
| REGISTRY BENEFITS | | | | |
| Register and Transfer Alpacas | ✓ | ✓ | ✓ | ✓ |
| Expected Progeny Differences (EPD) Program | ✓ | ✓ | ✓ | ✓ |
| Search pedigrees, EPDs, member directory, and show results | ✓ | ✓ | ✓ | ✓ |
| Bulk transfer discounts (contact office for details) | | | ✓ | |
| EDUCATIONAL BENEFITS | | | | |
| Learn with webinars | ✓ | ✓ | ✓ | ✓ |
| Print subscription to <i>Alpacas Magazine</i> | | | ✓ | ✓ |
| MARKETING BENEFITS | | | | |
| Listed in Member Directory | ✓ | ✓ | ✓ | ✓ |
| Purchase listing in <i>Alpaca Owners Guide</i> | ✓ | ✓ | ✓ | ✓ |
| Purchase advertising in <i>Alpaca Owners Guide</i> | | | ✓ | ✓ |
| Event promotion through Event Calendar | | | ✓ | ✓ |
| Access Public Relations assistance | | | ✓ | ✓ |
| Purchase member eBlasts | | | ✓ | ✓ |
| Purchase leads | | | ✓ | ✓ |
| Shown on Farm & Ranch Locator | | | ✓ | |
| Corporate Marketplace listing | | | ✓ | ✓ |
| List alpacas for sale and stud | | | ✓ | |
| SHOW BENEFITS | | | | |
| Youth Show Membership | ✓ | | | |
| Show Membership | | | ✓ | |
| MEMBERSHIP ADD-ONS | | | | |
| Add a Fleece Show Membership (\$60) (contact the office) | | ✓ | | |
| Add second person from your account(s) as a Primary Member (\$20) | | | ✓ | |
| Add all your children 18 and younger as of January 1 as Youth Members (flat fee of \$20) (contact the office) | | | ✓ | |
| Add a Marketing or Benefactor Package | | | ✓ | ✓ |



AOA ADD-ON PACKAGES

| | BASIC MARKETING | ADVANCED MARKETING | SILVER BENEFACTOR | GOLD BENEFACTOR | PLATINUM BENEFACTOR |
|--|--------------------|---------------------------|---------------------------|---------------------------|------------------------------|
| | \$295 | \$695 | \$1,250 | \$2,400 | \$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 | \$0.5 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 |
| ALPACA OWNERS GUIDE | | | | | |
| Listing in <i>Alpaca Owners Guide</i> | \$110 value | \$110 value | \$110 value | \$110 value | \$110 value |
| Bold Benefactor listing in <i>Alpaca Owners Guide</i> | | | ✓ | ✓ | ✓ |
| One (1) free ad in <i>Alpaca Owners Guide</i> | | 1/3 page (\$275 value) | 1/3 page (\$275 value) | 2/3 page (\$550 value) | Full page (\$825 value) |
| Discount on additional advertising in <i>Alpaca Owners Guide</i> | 5% | 10% | 15% | 20% | 30% |
| WEBSITE MARKETING | | | | | |
| Business Members receive additional information on the Farm & Ranch Locator (website, address) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Business Members 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 | | | ✓ | ✓ | ✓ |
| Corporate Marketplace listing | | | ✓ | ✓ | ✓ |
| ALPACAS MAGAZINE | | | | | |
| Recognition in each issue of <i>Alpacas Magazine</i> | | | ✓ | ✓ | ✓ |
| One (1) ad in <i>Alpacas Magazine</i> (any issue) | | | 1/4 page (\$355 value) | 1/2 page (\$710 value) | Full page (\$1,350 value) |
| Discount on 2-page Ranch Profile in <i>Alpacas Magazine</i> | | | 15% | 20% | 30% |
| Opt-in to receive additional copies of <i>Alpacas Magazine</i> (each issue) | | | 5 (\$150 value) | 8 (\$240 value) | 12 (\$360 value) |
| NATIONAL SHOWS | | | | | |
| 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 |
| NATIONAL ALPACA FARM DAYS | | | | | |
| National Alpaca Farm Days (NAFD) registration included | | \$35 value | \$35 value | \$35 value | \$35 value |