

## What makes a good affiliate partner?

*“NewCo Festivals provides the local city with a platform whereby innovative business leaders and engaged community members come together for information exchange and networking. The energy, enthusiasm, deals, and public good that is generated at a NewCo Festival is palpable and quantifiable. NewCo festivals build community, create strong relationships, and provide a deep sense of satisfaction for those who chose to create them”.*

These are the top level qualities we look for in an affiliate partner:

**POV alignment:** NewCo festivals feature companies and organizations that are mission-driven and value transparency, community and the open exchange of information. Across sectors and industries – technology, arts, manufacturing; for profit or not-for-profit – NewCo delivers a powerful media-event platform to allow companies to showcase how they are changing the world, and give attendees a unique new way to experience these companies. Please review our brand ethos “POV” document for more details on “what is a NewCo”. The very first and most important attribute in a NewCo affiliate partner is that they not only understand but also embrace all of what the NewCo brand stands for so that they can exemplify these values as they build and produce a NewCo festival in their home market.

**Understanding of and access to companies/industries in your community:** A big part of what we seek in an affiliate partner is expertise in the local landscape, a deep network of local influencers, and an understanding of which businesses and organizations will make appropriate Host Companies. It is also important that the local partner not only have knowledge but accessibility to the executives and founders of these organizations so that they can do the work of recruiting smart, interesting companies. NewCo looks to our Local partners for expertise and an understanding of the professional local landscape, both to identify key sectors, industries and geographical layout so that the final schedule and presentation of Host Companies align with our mission and provide an excellent attendee experience.

**Ability to put together a team of event organizers and smart marketers:** One of the key responsibilities of a NewCo affiliate partner is to build and manage a local organizing team, which will be responsible for making the event a success. Individuals on this team have a strong business network in the local market and the ability to bring the city’s innovation community together. They can manage marketing efforts for Host company recruitment, sponsorships and attendee marketing utilizing many cloud based tools to disseminate and track all messages and marketing efforts across all channels. The team is in charge of host company and audience acquisition and attendee management/communication leading up to the event as well as PR efforts to garner local coverage of the NewCo/Local festival. To succeed, NewCo/Local must develop deep relationships with existing regional organizations who have a capacity to co-market with NewCo. These are typically associations, trade organizations, local government, the Chamber of Commerce and local universities. Ideally, a strong affiliate partner comes to the table with an established list for marketing and attendee acquisition.

**You know your way around city politics and have connections with local city leaders and key media players in your community:** Someone on your team needs to have a deep understanding of the important local industry sectors, business and civic leaders and have in-roads to getting meetings with these key constituents. You will build a local Advisory Council, recruit engagement with your local Mayor and ask all of the key media outlets to support your efforts.

**Financial and business acumen.** A good NewCo affiliate can manage the event’s financial profile, and abide by – and prosper within – NewCo’s affiliate charter.

**Entrepreneurial spirit.** NewCo celebrates innovation and new approaches to business. A good NewCo affiliate has experience in these kinds of environments, and executes their local NewCo in the spirit of NewCo's core values.

As you can tell from the above, the most critical element to making a local NewCo sing is "relationships." We like to call this a "conspiracy of good," bringing many parties into the platform, and getting them excited about executing an event that will benefit everyone involved.