

# HR Affinity Partnership Program

**This partnership provides benefits and perks to your organization and members at no cost, while also generating reoccurring non-dues revenue.**

*"HR Covered's enthusiasm to provide this wonderful service is inspiring."*

– Diane Austin, CEO, Owen Sound & District Chamber of Commerce



Chambre de  
Commerce  
du Canada

Canadian  
Chamber of  
Commerce

# Welcome to the Family

Our partnership supports chambers of commerce and boards of trade across Canada. We provide complimentary tools and resources for HR, designed to support small businesses and not-for-profits.

As a company, we support more than 2,000 Canadian businesses and not-for-profits, including over 60,000 employees. Our mission is to limit employer liability with cost effective HR support.

Learn more at [hrcovered.com](https://hrcovered.com)

*"Working with them helped us review our own practices, but has also opened doors and created more value for our Chamber Members."*

– Brenda Whitehead, CEO, Port Hope & District Chamber of Commerce

*"One of our member's most consistent needs is HR support. Creating a partnership with HR Covered to provide our members with hundreds of complementary HR document templates and educational webinars seemed like a no brainer. It had immediate uptake and now we have another non-dues revenue source."*

– Dan Proulx, General Manager,  
The Greater Vernon Chamber of Commerce

*"For many small businesses in the Conception Bay area, NL, Developing HR policies and understanding provincial requirements can feel like an overwhelming task. Ensuring that our members have the support they need is our top priority."*

– Julia Bloomquist, Executive Director,  
Conception Bay Area Chamber of Commerce

HR Covered is a Proud Sponsor of the Following



Chamber of  
Commerce  
Executives  
of Canada | Assoc. des cadres  
des chambres  
de commerce  
au Canada



Chamber of  
Commerce  
Executives  
of Alberta | Assoc. des cadres  
des chambres  
de commerce  
au Alberta



Chamber of Commerce  
Executives of Ontario | Assoc. des cadres  
des chambres de commerce  
au Ontario



Chamber of  
Commerce  
Executives of  
Saskatchewan | Assoc. des cadres  
des chambres  
de commerce au  
Saskatchewan



## Chamber Perks

Increase your value proposition to your membership and get support for your day-to-day operations.

*"The Halton Hills Chamber of Commerce is proud to partner with HR Covered, a collaboration that enhances our members' access to essential HR resources and support. Through HR Covered's proactive touch point phone calls, our members receive personalized attention, making valuable HR solutions accessible without additional effort on their part. This not only eases the operational burden on the Chamber to grow and amplify the program, it can also serve as a key driver of non-dues revenue for Chambers. By providing such tailored and immediate support, we enhance the attractiveness of Chamber membership, reinforcing our commitment to the success and sustainability of our business community."*

— Melanie Frazer, President & CEO,  
Halton Hills Chamber of Commerce



### Non-Dues-Revenue

10% non-dues-revenue on all core services sales.



### \$2490 Per Member

HR Hub (\$990) & the creation of a compliant policy manual (\$1500), at no charge for your members.



### No Heavy Lifting

Simple to launch & virtually no work to maintain.



### Touch Point

Annual call to your members to remind them about the free HR resources they get access to.



### HR Content

HR [articles](#) and [webinars](#) for your newsletter and calendar.



### HR Discount for Partners

Provide your chamber with HR support for \$750/year.



### Reporting

Quarterly reporting and payout, on HR Hub usage and NDR sales.



### Easy to Launch

Graphic [inserts](#) for marketing.

## Member Perks

Our partnership provides up-front HR resources that all of your members can utilize for free. Plus, our paid services come with bonus coverage and discounts for your members.

*"We joined HR Covered because we see the high ticket value they offer to our small to medium businesses in Alberta. We adore that they are a Canadian company and that they make the process so simple for our High River Chamber staff and business membership to connect with them for their human resources needs."*

– Lisa Szabon-Smith, Executive Director,  
High River & District Chamber of Commerce

*"After the pandemic, business has fluctuated and the way we work is different. With a diverse member base ranging to entrepreneurs, small to medium businesses as well as corporate organizations, we wanted to ensure that our membership value proposition delivers services that organizations truly value."*

– Jennifer LaLonde, Director Operations,  
Brampton Board of Trade

**NO CHARGE**

## HR Hub Library

~~\$990~~ /Year

Access over 1,000 up-to-date HR documents, policies, and forms. They comply with federal and provincial laws. Plus, our HR webinars.

Click [here](#) to explore the HR Hub. If you partner with us, we will create a custom sign-on page with your logo.

## Compliant Policy Manual

~~\$1500~~ Flat Fee

We will create a compliant policy manual free of charge for your members. This document will help your members follow up-to-date employment laws and policy rules, on the path to becoming compliant.

Click [here](#) to watch a short video on why an updated manual is critical for any organization.

**BONUS COVERAGE**

## Exclusive Value

UP TO **20% OFF**

Valid for HR Covered's core services:  
legislative training, unlimited HR or OHS.

- One-year plans come with a complimentary 13th month added on at no charge.
- Three-year plans come with three-months of extra coverage added on at no charge, plus a 10% discount compared to one-year plans.
- Five-year plans come with five-months of extra coverage added on at no charge, plus a 20% discount compared to one-year plans.



# Paid Services

Our services are available in one-year, three-year and five-year plans with an industry leading 30-day money back guarantee. The following example is for an organization with 1-4 employees.



Core Service	1 Year	5 Year (20% OFF)
<b>Unlimited HR</b> <ul style="list-style-type: none"><li>• Unlimited HR Advice</li><li>• Unlimited HR Document Requests</li><li>• Employment Contract Templates</li><li>• Independent Contractor Agreement Template</li><li>• Legislative Training</li></ul>	<b>Starting at \$2299 /Year</b> <b>BONUS COVERAGE</b> ONE extra month of service added on for free	<b>Starting at \$1899 /Year</b> <b>BONUS COVERAGE</b> FIVE extra months of service added on for free
<b>Occupational Health &amp; Safety</b> <ul style="list-style-type: none"><li>• Unlimited OHS Advice</li><li>• Virtual OHS Walkthrough</li><li>• Health &amp; Safety Manual</li><li>• Unlimited OHS Document Requests</li></ul>	<b>Starting at \$1499 /Year</b> <b>BONUS COVERAGE</b> ONE extra month of service added on for free	<b>Starting at \$1199 /Year</b> <b>BONUS COVERAGE</b> FIVE extra months of service added on for free

## Partner Exclusive HR Offer

Only valid for our chamber of commerce and board of trade partners. Get Unlimited HR for your organization at the best price.

**\$750 /Year**

*"We are thrilled to be working with HR Covered. This collaboration is set to bring great benefits to our community, empowering our members with the tools they need to succeed."*

– Shelly Nichol, Executive Director, St. Albert and District Chamber of Commerce

# 10% Non-Dues-Revenue

Paid out quartley for all new and recurring sales. The following is an example of NDR payouts for 1-4 employees for both services.

Core Service	1 Year	5 Year (20% OFF)
Unlimited HR	<b>Sale Price</b> <b>\$2299</b>  <b>Non-Dues-Revenue</b> <b>\$229</b>	<b>Sale Price</b> <b>\$1899</b> /Year  <b>Non-Dues-Revenue</b> <b>\$189</b> /Year \$949 paid out over 5 years
Occupational Health & Safety	<b>Sale Price</b> <b>\$1499</b>  <b>Non-Dues-Revenue</b> <b>\$149</b>	<b>Sale Price</b> <b>\$1199</b> /Year  <b>Non-Dues-Revenue</b> <b>\$119</b> /Year \$599 paid out over 5 years

*“Entrepreneurs and small business owners are always stretched thin running their business. The service and products offered by HR Covered to Chamber members, helps them focus on growing their business while ensuring that their human resources needs are covered.”*

– Rakesh Naidu, CEO, Windsor-Essex Regional Chamber of Commerce



# The Not So Fine Print

Three simple steps to bring our affinity partnership to life.

## 1. Agreement

We will offer a straightforward agreement that outlines the points in this document, including the 10% NDR from all core service sales.

## 2. Website

Please update your website with our logo to reflect our Affinity Partnership status with your organization.

## 3. Launch

Launch and announce our partnership to your members via email.

*"Our Chamber was approached by other HR firms in the past and we were wary of them as they seemed extremely aggressive and focused on sales rather than adding value to our Chamber members. HR Covered arrived with a different approach, providing a full library of resources available to any of our members. They also recognize it takes time -- and demonstration of value - to earn the trust of our members. They have also been helpful with our Chamber directly (we're a client ourselves) as we develop our own employee contracts and policies in our rather unique workplace."*

– Norah Fountain, Executive Director,  
Muskoka Lakes Chamber of Commerce

*"In our ever evolving quest to build our membership benefits the free document library was a wonderful add for the businesses we represent. I have also had the privilege of working with the HR Covered team on an HR issue and they were friendly, knowledgeable, and efficient."*

– Brock Aldersley, CEO,  
Centre Wellington Chamber of Commerce

*"As the Executive Director of a small but vibrant Chamber of Commerce in Northeast Saskatchewan... I was sold on what HR Covered offers."*

– Cal Gratton, Executive Director,  
Melfort Trade Alliance Chamber of Commerce

*"The HR Covered offerings provide helpful information for small business and non-profits... 5 Stars!"*

– Tracey Clarke, Executive Director,  
Comox Valley Chamber of Commerce

# Ready, Set, Go!

Ready to take the next step with the best HR affinity partnership in the country?

Click [here](#) to book a 15 minute consultation meeting today.

**Brett Rogers, VP of Partnerships**

[brettr@hrccovered.com](mailto:brettr@hrccovered.com)

866-691-6438

*"We are always trying to add creative value to our membership. When I was introduced to the HR Covered Team, I was impressed with their willingness to help the business community, particularly small business. The set up for our partnership was easy and seamless and our members appreciate the access to free HR documents that will assist them with developing the necessary policies and procedures for their workplace."*

– Donna Backer, President & CEO,  
North Bay & District Chamber of Commerce

*"We pride ourselves in providing resources to help our membership succeed. Having HR Covered as part of our benefits available to our membership helps strengthen our value to our members."*

– Patty Hughes, CEO,  
Prince Albert & District Chamber of Commerce

*"Providing our members with access to an HR Hub Library and a Compliant Policy Manual through HR Covered enables them to support their employees and business effortlessly and professionally. We appreciate the support and this valuable resource!"*

– Jennifer Naugler, Executive Director,  
Bridgewater & Area Chamber of Commerce



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