

CAADS STRATEGIC PARTNER PROGRAM

The California Association for Adult Day Services (CAADS) has a Strategic Partner Membership Category to aid in the creation of a robust, responsive association.

Membership Summary

The Strategic Partner program is aimed at strengthening the relationship between businesses and potential customers. By providing improved marketing and advertising opportunities it enables companies to effectively present their value to their target audience. With increased exposure and reach for businesses, CAADS members and non-members in California are provided access to a wider variety of products and services. Hence, this program is expected to create mutual benefits for all parties involved while attracting new members to CAADS.

Strategic Partners

Strategic Partners are businesses and organizations that offer products and services to support providers of Adult Day Services, their participants, and family caregivers. CAADS Strategic Partners are CAADS members who understand and support the Association's mission and agree to abide by the Association's [Bylaws](#), [Code of Ethics](#), and [Anti-trust Policy](#). Prospective members seeking to be Strategic Partners are screened and approved by the CAADS Membership Committee. CAADS reserves the right to determine whether a business/organization meets the standards for membership as determined by the CAADS Board of Directors. If the application is denied all prepaid fees will be returned in full.

Selection Process

There are two Strategic Partner tiers, Strategic Partner–Tier 1 and Strategic Partner–Tier 2. Strategic Partner-Tier 1 is limited to two CAADS members per calendar year. Strategic Partner-Tier 2 is limited to four CAADS members per calendar year.

Applications for Strategic Partner membership will be reviewed in the 4th quarter of the calendar year (October – December) for the upcoming membership year (January – December). All current Associate Members will be notified of the application process for consideration as a Strategic Partner. At that time, all existing Strategic Partners will have the option to renew at that level or move back into one of the other Associate membership categories.

Renewal Payments

Strategic Partners must renew their membership no later than 30 days after the January 1st annual renewal date or forfeit their Strategic Partner membership level. All payments received 30 days after the January 1st annual renewal date are subject to review based on the current availability and interest in the Strategic Partner program. Payment Plans are not offered at this membership level.