



The AMA Promoter Affiliate Program is a revenue-sharing program that pays you for every AMA membership\* you sell, be it a new or renewing member, online or on paper.

If you want to shorten those long lines at your event, this program will help. That's because it encourages AMA racers to sign up online rather than at the track.

Online AMA membership sales can save you more time and put more money in your pocket!

**HOW IT WORKS ONLINE:** AMA will send you an ad and a hyperlink with a unique code that identifies your organization. You can send the link out by email and/or place the ad on your website. When a rider joins the AMA or renews online, your "embedded market code" within the ad/link is carried through the member sign-up process so we know that rider came from your link. **Then for every new member who signs up online, the AMA pays you \$5! And for each renewing AMA member who signs up online, we pay you \$2.50!**



**HOW IT WORKS ON PAPER:** Just as you have always done, use an AMA application pad form to renew or sign up new AMA members. When you turn in your membership forms and payment to the AMA, we'll send you back **\$2.50 for each new AMA member** and **\$1.25 for each renewing member**.

To take advantage of the AMA Promoter Affiliate Program, all you need is to be an AMA-chartered club or promoter in good standing, then follow these 5 easy steps.

*\*Applies to Competition, Competition Plus, Standard, Champion and 3-Year Memberships only.*

## Get Started

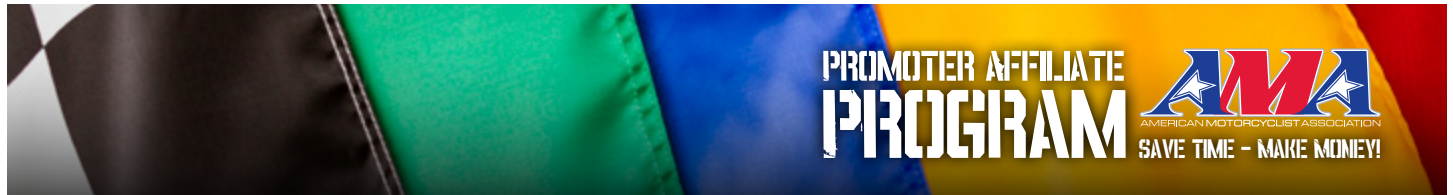
**Step 1: SIGN-UP** Call AMA Organizer Services at (800) 262-5646 to begin this program at no cost.

**Step 2: GET THE LINK** Once you sign up, we'll send you the hyperlink, ad and market code with easy-to-follow instructions on how to use them. We'll also send you a pre-written email that you can use to send to your riders at your discretion.

**Step 3: LOAD THE LINK** Follow our easy "copy & paste" instructions to place the ad on your website and the link within your email messages. For the paper applications, we've already numbered the application pad forms when we send them to you, so you'll automatically receive credit for paper membership sales after you send them in.

**Step 4: SEND THE LINK** You can send out email messages with your link to your riders so they can renew or join online and not have to wait in line to fill out the AMA app pad form. That relieves you of a lot of paperwork hassle and makes you more money at the same time.

**Step 5: GET PAID** Each quarter, we will tally how many new and renewing AMA members came through your link and app pad. You'll receive a check reimbursing you \$5 for every new member and \$2.50 for every renewing member online and \$2.50 for each new and \$1.50 for renewing through the paper application.



## FREQUENTLY ASKED QUESTIONS

**Q: When will we get our check?**

**A:** Checks are sent quarterly on January 15, April 15, July 15 and October 15. For paper applications, if we received insufficient funds and/or incomplete/incorrect paperwork, there may be an additional delay for processing. The breakdown for reimbursement is:

For online AMA membership - \$5.00 new, \$2.50 renew

For AMA paper applications - \$2.50 new, \$1.50 renew

Reimbursement applies to AMA Competition, Competition Plus, Standard, Champion and 3-Year Memberships only.

**Q: Why are we paid more for memberships sold online?**

**A:** Online membership sales are more efficient for everyone – you, the racer and the AMA.

AMA memberships sold through paper apps can cause long registrations lines, added accounting time, cumbersome mailing forms and other hassles. With AMA membership sold on line, you have none of that. And everyone is able to do more of what they love most – AMA amateur racing!

**Q: How are my online AMA membership sales tracked?**

**A:** We provide you with a link and ad that has an embedded market code that is unique to your organization. That code is carried through the join process all the way to our accounting software. Then, when someone joins the AMA through your link, we know that AMA membership came from you and you get the credit.

**Q: When will I get my unique link?**

**A:** You can sign up by calling AMA Organizer Services Department at (800) 262-5646 to begin this program at no cost. Then we will send you an email in a few days with your link.

**Q: How are my in-person AMA membership sales tracked?**

**A:** You are probably aware that AMA applications pads are pre-numbered and logged by our Organizer Services Department before they are sent to you. Once you send in AMA memberships via the paper applications, we check the numbers and give you the credit.

**Q: Does someone have to participate in my event for me to get credit?**

**A:** No. For every AMA membership you sell under the AMA Promoter Affiliate Program you get paid regardless of event participation.

**Q: Will the AMA memberships I've already sold count as part of the revenue sharing?**

**A:** No. Only those AMA memberships you've sold after you sign up for the AMA Promoter Affiliate Program are eligible for the affiliate revenue sharing program.

**Q: Why is the AMA doing this?**

**A:** Our goal is to support you through revenue sharing, reduce the wait time at events by encouraging AMA racers to purchase their memberships online and to improve the AMA racing experience for everyone.

**Q: How do I sign up?**

**A:** You can sign up online by calling AMA Organizer Services Department at (800) 262-5646 to begin this program at no cost.

**Q: Who do I call if I have any more questions?**

**A:** Call Organizer Services at (800) 262-5646.