## **Membership Agreement**

This Membership Agreement, when signed by the applicant and accepted by the BCMA constitutes a binding contract between the BCMA and the individual or entity executing the signature page of this Agreement.

Membership rights, privileges and obligations commence when the Agreement is signed by both parties as of [Agreement.Date].

## **Membership**

Any and all membership privileges, benefits and qualifications (detailed in Appendix 1), obtained through this membership agreement may be revoked or changed at any time with prior notice to member. At any point during this contract the Member may change their membership titles with prior written notice to the BCMA.

Member agrees that they meet all membership requirements as laid down in the Articles of Association and Code of Conduct. They will notify company if any requirements are not met during the time of the agreement term.

Member information will be documented as below but may be updated or changed at any point of agreement term.

|  |  |  |
| --- | --- | --- |
|  | First & Last Name: |  |
|  | Date: |  |
|  | Address: |  |
|  | Tel/Mob No: |  |
|  | Email Address: |  |
|  | Membership Type: Influencer |  |
|  | Social Media ‘Handle’/Identity: |  |
|  |  |  |
|  | Signature: |  |
|  | Where did you hear about BCMA? (Y/N) |  |
|  | Exhibition or conference:  Referred by (name individual/company):  Online Google search:  Direct mail or social media campaign: |  |

N.B. By agreeing to join the BCMA, you must adhere to the ‘code of conduct’ set out in the Articles of Association. The BCMA will also add your details above to the database and send you relevant information. Should you not want to receive this information please contact us.

## **Term and Termination**

This agreement shall remain in effect until one or more of the following occur:

* Member fails to meet any requirements of membership.
* Agreement term lapses without further terms or agreements added.
* Company files for bankruptcy or ceases to do business.

## **Notices**

Except under extenuating circumstances, any and all communications in regards to this contract shall be delivered ether personally or by for of certified letter to the BCMA. All member notices will be delivered by forms deemed necessary by the BCMA.

## **Assignment**

Without prior written approval no portion of this contract may be transferred or sold to any party not participating in this membership agreement.

## **No Warranties**

No warranties are given or implied by this membership agreement.

## **Effectiveness and Interpretation of Agreement**

Any and all legal proceedings sustained from this agreement shall be set in the jurisdiction of England & Wales as agreed between parties. This membership agreement sets forth the entire understanding of above-mentioned agreement and unless otherwise stated is not inclusive of any oral or prior written agreements. Any modifications or changes to this agreement must be in written form and signed by both parties.

Signatures below serve as a complete understanding and agreement to all terms and statements above.

## **Member Signature**

Name:  
Company:  
Position:

Date:

## **Appendix 1**

## **Member Benefits**

The BCMA is designed for anyone involved in branded content. It is the pre-eminent global trade association leading the debate on what makes great branded content and how brands can engage audiences for maximum benefit and payback.

Being a BCMA member gives you a unique global perspective and priority access to latest branded content: a) Best Practice b) Key developments c) Effectiveness d) Research e) Trends f) Market data

Exclusive access to full Global Content Monitoring Tool (GCMT) case studies

Access to GCMT at significantly discounted rate

Recommendation for speaker engagements and panels at BCMA and partner events

Priority to take part in panel debates at major industry events such as Advertising Week Europe, Marketing Week Live, Festival of Marketing etc

BCMA Accreditation scheme and use of logo on all material, including, website, social media, documentation

Discounted/complimentary entrance to partner events, conferences, seminars, summits

Priority to host BCMA Leadership/Insight Series events or create bespoke events

Priority to feature articles, white papers, thought-pieces on BCMA website and social channels

Publication of case studies and videos

Priority to feature video showcases on BCMA website and social channels

Advertising on BCMA Home Page and BCMA Weekly Digest (subject to availability and format)

Verification of followers/subscribers

New member workshops

Profile on BCMA website

Engage and take part in Influence podcast

Contribute to BCMA blog

C-Suite private VIP dinners with key speakers

Industry research to create authority and value

Online influencer training programme for agencies and brands

Networking events from Fraud, Personal branding, Legal issues, TV, Pitching, Publishing and much more

BCMA Video workshop discounted package

Merchandise platform and key supplier partnership

Free telephone legal helpline

Free debt collection service up to £3,000

BCMA preferred affiliate partner with special rates

BCMA bespoke insurance package

Access to confidential helpline for mental health, bullying, sexual harassment etc

Devonshire Club – private members club – discounted membership (under 30s have special price)

BCMA educational qualification (Planned for 2020)

## **Qualifying Level**

Influencers must have a minimum of 10,000 genuine verified followers or subscribers in order to join the BCMA.