

CONVIO REFERRAL PARTNER PROGRAM

DATASHEET

Expand your business: refer clients to Convio and share revenue

Convio Referral Partners

You're already working with nonprofit organizations to address their fundraising and donor management needs, so why not work with a leader in nonprofit online marketing and CRM? You'll introduce Convio products to your clients and earn a percentage of the revenue generated for business that closes. Not only will you earn additional revenue, you'll be seen as a savvy problem solver in the sector.

Here's how our referral program works:

1. Consultants to nonprofit organizations sign up with Convio as a Referral Partner.
2. Consultants commit to reading Convio product material and participating in educational online seminars to learn how Convio products and services are being used by nonprofits.
3. Consultants register prospective clients via the online lead registration form at www.convio.com/referral.
4. Consultants begin growing their business through shared revenues.

Benefits at a Glance

As a Convio Referral Partner, you'll have access to valuable resources and exposure to Convio clients:

| BENEFIT/RESOURCE | DETAIL |
|----------------------------------|------------------------------------------------------------------------------------------------|
| Lead referral reward | 5% of year 1 product fees (minimum \$500 reward) |
| Partner directory listing | Basic listing on www.convio.com/partners |
| Online Convio Community | Free access to all public and partner groups |
| Partner webinars and emails | Helpful updates on Convio products, best practices, and business |
| Free Common Ground software | Common Ground trial license |
| Summit sponsorship opportunities | Opportunities to promote your company to Convio clients at annual event |
| Co-marketing opportunities | Co-speaking, joint case studies, articles, webinars |
| Lead registration form | Register your prospect at www.convio.com/referral |

Let's Get Moving

Learn more about how the Convio Partner Program can help you broaden your offering and grow your business. Contact us today at partners@convio.com or visit www.convio.com/partners

