

## LoyaltyLion Agency Partner Program: Requirements and benefits

### Requirements of LoyaltyLion's Agency Partner Program

Below are the criteria required to access each tier of our Agency Partner Program. Please note, in order to participate in the program, you must agree to the terms outlined in the LoyaltyLion Partner Agreement.

Requirements	Registered Partner	Gold Partner	Platinum Partner
Discovery call	✓	✓	✓
Signed LoyaltyLion Agreement	✓	✓	✓
LoyaltyLion logo visible on your website		✓	✓
LoyaltyLion Academy Certified		✓	✓
Minimum closed projects per year		1*	5

\*value \$699 (equivalent to an Advanced plan)

### Benefits of LoyaltyLion's Agency Partner Program

Sales and Marketing Benefits	Registered Partner	Gold Partner	Platinum Partner
Revenue share	<b>We offer three revenue share options for our partners:</b> <ol style="list-style-type: none"> <li>1. Agency to receive 20% revenue share</li> <li>2. 20% discount goes straight to client</li> <li>3. 10% revenue share and 10% discount for client</li> </ol>		
Partner newsletter	✓	✓	✓
Enablement assets	✓	✓	✓
Partner badge	✓	✓	✓
Dedicated Partnerships Manager	✓	✓	✓

**Please note:** This document and its contents are subject to change at LoyaltyLion's discretion. It is recommended that the document is checked on a regular basis.

Co-marketing		Considered	Prioritized
LoyaltyLion merchant referrals		Considered	Prioritized
Partner Directory	Searchable	✓	✓

Support benefits	Registered Partner	Gold Partner	Platinum Partner
Dedicated Slack channel		Considered	✓
Merchant support	General support	Prioritized	Prioritized

Training and Enablement Benefits	Registered Partner	Gold Partner	Platinum Partner
Access to LoyaltyLion Academy	✓	✓	✓
Access to sandbox LoyaltyLion account		✓	✓
Early access to product roadmap updates		✓	✓
Strategy Enablement sessions	Considered	✓	✓
Lunch & Learn	Considered	✓	✓
Quarterly/bi-annual business review			✓

## The benefits of LoyaltyLion's Agency Partner Program explained

### Revenue share

Partners will receive a 20% revenue share on all closed deals that are referred by the agency partner via the [lead submission form](#).

**Alternatively**, partners can opt to give 20% discount directly to their client, **or** opt for 10% revenue share for the partner, and 10% discount for their client.

### Co-marketing

We see the value in working with our agency partners to create engaging and inspiring co-marketing initiatives to help clients drive repeat business and increase their customer lifetime value.

We'll consider co-marketing opportunities with our Gold and Platinum Partners (with Platinum partners being prioritized). This includes (and is not limited to):

co-hosted events, sponsored events, co-marketing initiatives, case studies, gated content opportunities, social media content, newsletter features etc.

*NB There is no guarantee that Gold and Platinum Partners will be included in LoyaltyLion content.*

### Enablement assets

All partners will have access to our self-service training and enablement resources so you can confidently talk about LoyaltyLion's platform capabilities and the value of loyalty with your clients.

### Dedicated Partnerships Manager

Registered, Gold and Platinum partners will receive a dedicated Partnerships Manager who will help you get the most out of the partner program. Your dedicated Partnerships Manager will be your main point of contact for any referral inquiries, co-marketing inquiries, etc.

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### **Dedicated Slack channel**

Our Gold and Platinum partners will have access to a dedicated Slack, allowing you to connect directly with your Partnerships Manager.

### **Merchant support**

Any concerns or merchant issues raised by our Gold or Platinum Partners will be prioritized by the LoyaltyLion Support team.

### **Partner newsletter**

All partners will have access to our monthly partner newsletter, keeping you up-to-date with LoyaltyLion news, content and product updates. If you're not currently subscribed, you can sign up via our [newsletter form](#).

### **Access to our LoyaltyLion Academy**

All our partners will be invited to enrol in our LoyaltyLion Academy\*. Our online course covers everything you need to know to make immediate improvements to your clients' lifetime value, retention rates, and CACs.

\*Becoming LoyaltyLion Academy Certified (i.e. completing our Academy course) is a key requirement of our Gold and Platinum partner tiers.

### **LoyaltyLion merchant referrals**

Depending on project, expertise and budget, LoyaltyLion will introduce agency partners to our

customers when they require agency support. Platinum Partners will be prioritized for merchant referrals, and Gold partners will be considered.

### **Listing on LoyaltyLion Partner Directory**

Partners are invited to become listed on our online partner directory, which is visible to our customer community.

Registered partners are searchable on the directory, and Gold and Platinum partners will feature under their respective tier categories. Platinum partners have the additional opportunity to be listed as a "Featured Partner" at the top of the directory (please discuss this with your dedicated Partnerships Manager).

### **Strategy Enablement sessions**

Our Gold and Platinum Partners are eligible for 1:1 or group Strategy Enablement sessions to help you maximize your clients' retention efforts. Please discuss booking this with your Partnerships Manager.

### **Lunch & Learns**

Lunch & Learns are available upon request for our Gold and Platinum Partners. Lunch & Learns for registered partners will be considered on a case by case basis.

