

THE CONVIO PARTNER PROGRAM

Broaden your offering and build your business by tapping into a growing base of nonprofits using Convio's market-leading products

The Program

A growing number of nonprofits are incorporating the Internet into their marketing and fundraising strategies. And, as our clients are becoming more successful online, the demand for Convio online marketing and CRM software continues to increase. This is your chance to tap into the expanding base of Convio clients to grow your business.

Here's how: We recognize that no single company can serve every nonprofit's needs. We also see opportunities to work with companies like yours to grow our mutual client bases, and to serve them even better. That's why we've developed the Convio Partner Program, an active group of strategy, services and technology firms serving the nonprofit sector.

We have three types of partners aligned with the way we and most of our partners do business. Your company may fit into one or more of these categories:

Convio Solution Providers (CSPs) — CSPs are authorized to consult around and deploy Convio software. They also provide related post-deployment services that may include interactive strategy and web design. CSPs achieve "authorized" status through training and testing, and they're the partners we recommend to consult around and deploy Convio products.

Technology Partners — These partners provide technologies that complement Convio products and extend our clients' Convio solutions even further. Their offerings typically integrate with Convio products through Convio Open APIs, and include social networking tools, mobile messaging platforms, and Facebook™ applications.

Referral Partner — These partners refer business to Convio. And, if Convio closes business as a direct result of the referral, Convio offers a percentage of the value of the business back to the partner.

We want you to get the most from your partnership with Convio. So, depending on your type of partnership with Convio, we'll provide you with support, educational resources, Convio updates, and co-marketing opportunities. Take a look at the following Convio partner benefits, and then give us a call. And let's get moving together...

"Working with Convio has been a great strategy for helping us to grow our business. We're reaching more nonprofits while working with Convio to share ideas and offer better overall service to the nonprofit sector."

— Donna Wilkins, President,
Charity Dynamics

Benefits

The Convio Partner Program gives you benefits and resources to help you grow your business.

| Benefit/Resource | Solution Provider | Technology Partner | Referral Partner |
|---|---|---|-------------------------------------|
| Training | Implementation methodology, best practices, and Convio products | n/a | n/a |
| Lead referral reward | Negotiable referral fees | n/a | Negotiable referral fees |
| Use of "Authorized Convio Solution Provider" seal | Provided for website and printed material use | n/a | n/a |
| Software access | Advanced administrative site access | n/a | n/a |
| Convio staging site | Live production site | n/a | n/a |
| Convio sandbox | n/a | Temporary site available as needed for testing integration | n/a |
| Support access | Priority support | Priority support | n/a |
| Partner Portal | Mutual information sharing on joint projects | n/a | n/a |
| Partner directory listing | Logo, website link, description, searchable by specialization | Logo, website link, description, searchable by specialization | Basic listing |
| Co-marketing opportunities | Co-speaking, joint case studies, articles, ads | Co-speaking, joint case studies, articles, ads | n/a |
| Use of Convio corporate logo | Yes, in context of partnership | Yes, in context of partnership | n/a |
| Convio project referral | One referral in first year | n/a | n/a |
| Online Convio Community | Access to public and partner groups plus exclusive resources | Access to public and partner groups | Access to public and partner groups |
| Partner UPDATE emails | Helpful updates on Convio products, best practices, business | | |
| Partner Day invitation | Informative sessions, peer networking, Q&A with Convio executives | | |
| Summit sponsorship | Opportunities to promote your company to Convio clients | | |

Lead Referral Rewards

As a Convio Solution Provider or Convio Referral Partner, you can receive a percentage of first year product fees for business referred to Convio that results in a closed deal.

Use of “Authorized” Seal

Convio Solution Providers earn the right to display the authorized Convio Solution Provider seal on their website and printed marketing material.

Access

Depending on your partner level (see Benefits on previous page), you'll have access to the following:

- Convio Software — Advanced Site Administrator access to Convio sites you're working in for your clients. This enhanced administrative role grants you access to the PageWrapper Editor, Message Catalog Editor, Database Configuration and Site Data Parameters for site configuration.
- Convio Staging Site — Access to a live Convio production site that you can use to showcase your work and discover implementation solutions for Convio products. You will have Advanced Site Administrator access to this site.
- Convio Sandbox — Access to a temporary site, available as needed for testing integration.
- Support — Priority support means that you have a dedicated Convio support professional to take your inquiries via telephone and/or online, assess your inquiry, and ensure that the request is answered or routed to the appropriate department. Our goal is to reply to your inquiries in the most efficient and effective means possible.
- Partner Portal — You'll use this web-based portal as your day-to-day tracking system for:
 - Receiving, accepting, or rejecting product implementation business from Convio
 - Tracking Convio implementations through to completion
 - Referring business to Convio

Engagement and Awareness

The Convio Partner Program provides you with multiple ways to engage with Convio and increase awareness of your company in the nonprofit sector:

Partner Directory

As a partner, you'll receive a listing on our partner directory on Convio.com (see www.convio.com/partners). Convio Solution Provider and Technology Partner listings will include a detailed profile, and will link to their website. Referral Partners will receive a basic listing.

Co-marketing

As a Convio Solution Provider or a Convio Technology Partner, you have opportunities to work with us to drive new business leads and build awareness for each of our brands. The following opportunities are subject to availability, and as agreed upon by both you and Convio:

- Joint case studies, press releases, and speaking at industry events
- Convio-provided press release, with regional and web distribution announcing your participation



- Co-written industry articles
- Placement of partner contributed article(s) in the *Convio Connection* bimonthly newsletter and/or posting(s) on the *Connection Café* blog
- Opportunities to promote partner capabilities and successes to Convio sales team
- Participation in marketing programs, including seminars, webinars, papers, and emails

Use of Convio Brand and Logo

As a Convio Solution Provider or Technology Partner, you may use the Convio name and logo in your marketing material in the context of your partnership with Convio. The logo must be used within corporate logo guidelines found at: <http://www.convio.com/convio/news/logos-and-specifications.html>.

Deployment Referral to Partner

For Convio Solution Providers, as part of your first Level 2 Consultant authorization, we'll give you an implementation referral within your first year, and "shadow" you to help ensure your success. We'll also give you the opportunity to share in the services revenue from the deployment.

Online Community

As a Convio Partner, you'll have access to see and participate in ongoing conversations with our clients in the Online Community. You also have access to a partners-only area of the Online Community where you can access documents and participate in conversations with other Convio partners. Convio Solution Providers have additional access to a sub-section of the partners-only area where they'll have access to additional training and resources, including a growing base of online live and on-demand training.

Partner UPDATE

All Convio partners will receive Partner UPDATES via email. These updates will keep you updated on product releases, Convio news, the latest Convio resources, and other information that will help you promote your business.

Partner Day (pre-Summit)

Convio hosts a Partner Day the day prior to Convio's annual Client Summit. All active partners are invited to participate. The one-day event includes information sessions, peer networking opportunities, and Q&A with Convio executives.

Summit Sponsorship

Convio's can't-miss annual client event draws more than 600 clients for workshops and sessions to promote client success on Convio products. Sessions cover a range of topics, including advanced administrator topics, interactive strategies, and technology trends. Convio offers a variety of sponsorship levels that give you exposure to Convio clients. All partners are given the opportunity to participate as sponsors and/or exhibitors at this event.

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 **888-528-9501, ext 1** or info@convio.com, or visit www.convio.com/partners.

