

Tiers and Benefits 2023

We are excited to offer a wide variety of benefits to our partners to help them be successful. The table below outlines what those benefits are and below that are additional definitions to provide more context.

| | | Tiered Partners | | | |
|--------------|---|-----------------|---------------|-----------------|-----------------|
| Category | | Registered | Sapphire | Ruby | Diamond |
| Enablement | Partner Portal | • | • | • | • |
| | Access to CUUL + CUU | • | • | • | • |
| | Partner Events | • | • | • | • |
| | Role-Based Training | • | • | • | • |
| | Ongoing Training and Support | | • | • | • |
| Marketing | Partner Tier Logo | • | • | • | • |
| | Partner Directory Listing | • | • | • | • |
| | Access to ready-to-use marketing assets | • | • | • | • |
| | Access to co-brandable creative asset library | | • | • | • |
| | Market Development Funds | | \$ | \$\$ | \$\$\$ |
| | Guest Speaker / Writer on webinars / Blogs | | | | • |
| | Partner Awards | | • | • | • |
| Sales | Incentives | \$ | \$\$ | \$\$\$ | \$\$\$\$ |
| | Product Demos / Evals | • | • | • | • |
| | Deal Registration | • | • | • | • |
| | Tender Opportunity and Support (RFI) | | | • | • |
| Support | Priority support Benefit | • | • | • | • |
| | BETA feature access | • | • | • | • |
| | Partner Community | • | • | • | • |
| | Channel Manager | •* | • | • | • |
| | Business Review with ClickUp Leadership | | | | • |
| Requirements | Deal Volume (revenue) | | \$50k (\$50k) | \$150k (\$100k) | \$300k (\$150k) |
| | CSAT (when available) | 80+ | 80+ | 80+ | 80+ |
| | # of qualified AEs (Sales) | 1 | 1 | 2 | 3 |
| | # of qualified consultants (delivery) | 1 | 2 | 3 | 5 |

What are the perks of joining?

Enablement

- 01 Partner Portal** - Access to deal registration, dashboards to track leads you've submitted, resources, etc. Your main location for partner resources.
- 02 Access to CUU + CUUL** - CUU stands for ClickUp University and CUUL is ClickUp University Live. Our learning portal can be used not only for new consultants, but continuous learning as well.
- 03 Role-Based Training** - Training across services delivery, sales, and demo skillsets to enable full, end-to-end sale capability.
- 04 Ongoing Training and Support** - We're available when you need us, and as the product grows and develops, we'll ensure you're properly trained.

Marketing

- 01 Partner Tier Logo** - Logos and badges for you to display and show your capabilities with ClickUp.
- 02 Partner Directory Listing** - Share your customer, the services you offer, your specialties, languages supported, etc. with our customer base on our website.
- 03 Ready to Use Marketing Assets** - Marketing material made available as it's released alongside product updates and campaigns.
- 04 Co-branded Creative Asset Library** - Marketing materials, where available, co-branded
- 05 Market Development Funds** - Partners qualify for a certain amount of marketing development funds for events, marketing initiatives, etc. to generate leads and brand awareness in your region. These are considered on a case by case basis.
- 06 Guest Speaker / Writer on Webinars and Blogs** - For our diamond level partners, we welcome the opportunity to co-develop blog posts, webinars, and more.
- 07 Partner Awards** - Partners have the opportunity to win awards, including our top partner in region, top services partner, and more.

Sales

- 01 Incentives** - We're excited to offer our partners a variety of financial incentives across deal referrals, resell opportunities, etc.
- 02 Product Demos / Evals** - ClickUp can provide workspaces for demo-ing to prospects and can work with you to ensure your demo instance has the right bells and whistles.
- 03 Deal Registration** - Deals can be registered and tracked via the partner portal.
- 04 Tender Opportunity and Support (RFI)** - ClickUp can assist on certain RFIs and tenders where needed to help secure and land deals.

Support

- 01 Priority Support Benefit** - We have our world-class support team available 24/7. Our partners receive special priority from our team to help provide a world class experience.
- 02 Beta Feature Access** - As we continue to develop and reshape our product you'll be able to get early insight into new features and functionality.
- 03 Partner Community** - Get access to our incredible community of partners via a shared slack channel.
- 04 Channel Manager** - Channel Account Managers are made available to help you do business planning, manage deal pipeline via ClickUp, and help ensure a healthy partnership.
- 05 Business Review with ClickUp Leadership** - Our diamond partners are able to do a business review with our executive team to create tighter alignment between our organizations.