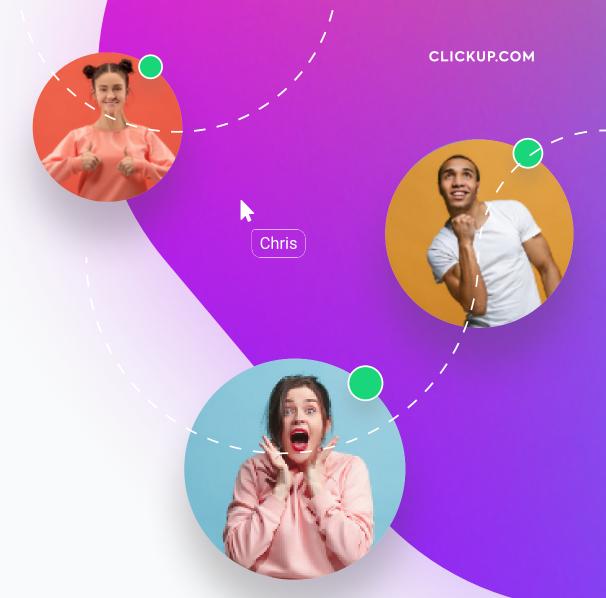


SOLUTIONS PARTNER PROGRAM

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

			rierea i archers		
	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 librar 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) CSAT (when available) # of qualified AEs (Salos)	80+	\$50k (\$50k) 80+	\$150k (\$100k) 80+	\$300k (\$150k) 80+

What are the perks of joining?

1

1

2

3

of qualified AEs (Sales)

01

01

05

07

02

03

01

03

slack channel.

partnership.

organizations.

with ClickUp.

of qualified consultants (delivery)

Partner Portal - Access to deal registration, dashboards to track leads you've

Enablement

University Live. Our learning portal can be used not only for new consultants, but

- submitted, resources, etc. Your main location for partner resources. Access to CUU + CUUL - CUU stands for ClickUp University and CUUL is ClickUp
- continuous learning as well. **Role-Based Training** - Training across services delivery, sales, and demo skillsets to
- enable full, end-to-end sale capability. 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.

Partner Tier Logo - Logos and badges for you to display and show your capabilities

Marketing

- **Partner Directory Listing** Share your customer, the services you offer, your specialties, 02 languages supported, etc. with our customer base on our website.
- Ready to Use Marketing Assets Marketing material made available as it's released 03 alongside product updates and campaigns.
- Co-branded Creative Asset Library Marketing materials, where available, co-branded Market Development Funds - Partners qualify for a certain amount of marketing

development funds for events, marketing initiatives, etc. to generate leads and brand

Partner Awards - Partners have the opportunity to win awards, including our top partner

Guest Speaker / Writer on Webinars and Blogs - For our diamond level partners, we 06 welcome the opportunity to co-develop blog posts, webinars, and more.

awareness in your region. These are considered on a case by case basis.

in region, top services partner, and more.

deal referrals, resell opportunities, etc.

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.

Deal Registration - Deals can be registered and tracked via the partner portal.

- Sales
- **Incentives** We're excited to offer our partners a variety of financial incentives across 01
- Tender Opportunity and Support (RFI) ClickUp can assist on certain RFIs and 04 tenders where needed to help secure and land deals.

- Support
- **Beta Feature Access** As we continue to develop and reshape our product you'll be able 02 to get early insight into new features and functionality.

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 provide a world class experience.

Partner Community - Get access to our incredible community of partners via a shared

Channel Manager - Channel Account Managers are made available to help you do

business planning, manage deal pipeline via ClickUp, and help ensure a healthy

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