

SPRING 2015

Become a Handbid Partner

There are a number of individuals and companies across the globe helping charity organizations manage fundraisers and raise money for their cause. You may be one who feels that a certain organization would benefit from market leading and proven fundraising technology. Handbid is here to help and by referring or partnering with us, you can help that organization raise more money.

The **Handbid Partner Program** rewards companies affiliated with Handbid for promoting and recommending our charity fundraising solutions.

PROGRAM LEVELS

Handbid's Partner Program gives you the choice of 3 levels: **Preferred**, **Advanced**, and **Premier Reseller**. In any of these programs, you have the opportunity to tap into the growing trend of mobile bidding in charity auctions.

BENEFITS TO PARTNERS

Handbid Partners benefit from the program in many ways

- association with a leading provider of mobile fundraising technology
- ability to supplement the Handbid software solution with value-added solutions of your own
- exclusive access to information on Handbid features, roadmap and new product releases
- access to marketing materials, white papers, and webinars hosted by Handbid
- opportunity to generate additional income from your existing business relationships

WHO ARE THE PROGRAMS FOR?

- Non-Profits / Charities
- Existing Handbid customers
- Event Planners
- Non-profit or fundraising consultants
- Charity and benefit auctioneers

BENEFITS TO YOUR CUSTOMERS

Organizations you introduce to Handbid will benefit from an industry leading mobile bidding solution that has proven to increase revenues and expand reach to a broader base of bidders. Handbid helps organizations raise more money which goes a long way toward supporting their fundraising goal.

Our Partner Program is designed to have a level that is right for you. The program ranges from simply referring an organization to becoming an authorized reseller of our mobile fundraising technology. We are always seeking great Partners.

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Preferred Partner Program

A Handbid Preferred Partner is the fastest and easiest way to get started making money with Handbid referrals. Preferred Partners simply need to be out on the lookout for potential Handbid clients and refer them using Handbid's referral portal for our team to pursue.

COMPENSATION

Handbid Preferred Partners can generate value for both their existing organization and the one they refer. If a Preferred Partner refers an organization to Handbid who purchases a software license, Handbid will credit the referred organization \$100 off their annual software license fee. In addition, the Preferred Partner can also receive a \$100 credit for their own organization for future Handbid services. How awesome is that?

GET STARTED

1. Complete the Referral Partner Application online at <http://handbid.com/partner>
2. Once approved, you will sign the Preferred Partner Referral Program Agreement (sent electronically)
3. Using your assigned Referral PartnerID, start sending referrals to Handbid and make money!

HOW IT WORKS

With a **Handbid Preferred Referral partnership**, there are no commitments or quotas to meet. Plus, we offer online training and support to every partner to ensure there is a solid foundation for identifying potential Handbid deals, and we are available for direct outreach or customer presentations at any time.

When your team submits a lead via our easy to use online form, the system logs the Lead and notifies the team. The Partner Program system then automatically notifies a Handbid sales team member that there is a pending lead in the system; if they deem it necessary, our representative will reach out to you to go over details about the opportunity and discuss the next course of action.

We then take it from there, freeing your team up to do what they do best. Throughout the sales cycle, Handbid team members can keep your team informed on the opportunity; and at any time, we are available for questions, comments, concerns and recommendations.

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Advanced Partner Program

The Handbid Advanced Referral Partner Program is designed for event planners, fundraising consultants, benefit auctioneers and other non-profit consultants who specialize in supporting charities/non-profits with their fundraising and operations.

Our **Advanced Partners** have an existing database of contacts and know how to describe and sell Handbid's solutions to their customers and prospects. A cut above our Preferred Partner level, **Advanced Partners** actively participate with our teams defining joint go-to-market activities, marketing programs and revenue targets. Hitting agreed upon targets is what earns **Advanced Partners** a higher referral bonus (up to 20% of the software license revenue) and eligibility to receive referral commissions on customer renewals. Obtaining and maintaining **Advanced Partner** status requires a commitment on the part of the partner beyond what we expect from our Preferred Partners.

COMPENSATION

Handbid Advanced Partners who refer leads to Handbid that ultimately sign up for service will receive up to 20% of the license revenue based on the following commitment levels:

- 5 to 20 referrals in a calendar year - 10% of software license
- 20-30 referrals in a calendar year- 15% (first 20 are credited at 10%)
- 30+ referrals in a calendar year- 20% (first 20 are credited at 10% and next 10 at 15%)
- Any referrals who automatically renew for a subsequent term are eligible for a renewal bonus (10%)

GET STARTED

1. Complete the Referral Partner Application online at <http://handbid.com/partner>
2. Once approved, you will sign the Preferred Partner Referral Program Agreement (sent electronically)
3. Using your assigned Referral PartnerID, start sending referrals to Handbid and make money!

HOW IT WORKS

Handbid Advanced Referral Level participants register opportunities via Handbid's Referral Partner program page, which will automatically notify a Handbid team member that there is a pending lead in the system. The Handbid team member will reach out to you immediately to review the lead and talk strategy and sales tools to identify the best path towards victory for both of us.

Throughout the sales cycle, Handbid personnel are available for presentations, questions, comments, concerns and recommendations. Once the deal has been won, quarterly compensation to the partner will be paid upon receipt of payment from the customer.

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Premier Reseller Program

The Handbid Premier Reseller Level is perfectly suited for those companies whose customer base is looking for a fully-integrated mobile bidding solution but want to avoid the extensive time and cost investment required for evaluating and implementing a solution on their own, let alone the resources it takes for on-going management.

Handbid's Premier Reseller Level Partner Program is designed for:

- Event Planners
- Benefit Auctioneers looking to sell full-service solutions to their clients
- Charity fundraising consultants
- Value-Added Resellers (VARs) looking to integrate Handbid's platform with their own offering

With a considerable discount from list price, Premier Reseller Partners register new opportunities with Handbid for exclusivity, work the deal to closed-won status themselves, and then receive all of the additional event and services revenue associated with their client's auction event.

Premier Reseller Partners have priority access to Handbid sales toolkits and personnel for assistance at any time.

THE HANDBID PREMIER RESELLER LEVEL IS BY INVITATION ONLY

To apply, simply complete the Partner Application at <http://handbid.com/partner>

A Handbid Partner team member will reach out to you within a few days to discuss your business and the opportunity together.

Premier Reseller Partners are highly strategic extensions of our company with very few resellers accepted each quarter. That said, prospective partners can sign up at any time, starting with the Preferred Referral Partner or Advanced Referral Partner Programs.

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Premier Reseller Program

ALTERNATIVES OR STARTING POINTS FOR POTENTIAL RESELLERS

Handbid Preferred Referral Partner

- No annual commitments
- Up to \$200 per referral*
- Start earning right away

Handbid Advanced Referral Partner

- Minimum commitments
- Bonuses up to 20% of license revenue
- Eligible for renewal commissions
- Joint-marketing support

* \$100 to the referrer and an additional \$100 to the organization they refer. The \$100 is a discount off of Handbid license fees

HANDBID PREMIER RESELLER COMMITMENTS

As a Handbid Premier Reseller Partner, you agree to:

- Minimum annual commitments to the number of sales made (negotiated in the contract)
- Provide value added services including staffing, consulting, equipment rental and technical support
- Regularly promote Handbid as your solution for mobile bidding to your customers and prospects
- Joint account mapping and coordination with Handbid sales

HANDBID PREMIER RESELLER BENEFITS

As a Handbid Premier Reseller Partner, you will receive:

- Customizable partner sales tool kit (presentations, brochures)
- Access to customizable proposals using Handbid's proposal builder
- Partner portal access to request resources, access materials and generate proposals and contracts
- Designated Handbid Premier Reseller Partner support contact
- Sales and technical training on the Handbid mobile platform
- Handbid demo support for your customer facing sales teams
- Healthy discounts on Handbid software license costs (% based on annual commitments)