

Kintera Connect Co-Marketing

Thank you for choosing to partner with Kintera. One of the many benefits of becoming a Kintera Connect partner is that you will be given the tools and resources needed for co-marketing campaigns that will expand your reach and generate new business. The following is a list of co-marketing opportunities available per level of engagement:

PARTNER REQUIREMENTS	CO-MARKETING OPPORTUNITIES
Level 1 – Verification	
<ul style="list-style-type: none"> - To qualify for Level 1 co-marketing opportunities, you must be a verified Kintera Connect partner. - Post a Kintera mention and link (back to Kintera’s Web site) on your homepage. 	<ul style="list-style-type: none"> - Catalogue listing: Company logo, description and link back to your Web site will be posted in the Partner Catalogue on the Kintera Web site. - Co-brand E-mail templates and banner ads: Kintera will provide marketing creative, including e-mail templates and banners ads for use as needed. - Kintera Partner Network (KPN) Access: Kintera will allow access to its partner-specific Web site where you will find a host of documents including trainings materials, etc.
Level 2 – Client Integration	
<ul style="list-style-type: none"> - To qualify for Level 2 co-marketing opportunities, you must have completed 4 referencable client integrations. - Additionally, you must satisfy Level 1 requirements. 	<ul style="list-style-type: none"> - 1 Co-Presented Webinar: Kintera will work with you to develop and execute the webinar. - E-newsletter: Kintera will provide a mention in its client e-newsletter. - Targeted Co-Brand E-mail Campaigns: Kintera will assist in identifying targeted e-mail lists to purchase, building targeted e-mail creative and working with the vendor to execute the campaign. - Level 1 Marketing Opportunities: In addition to Level 2 marketing opportunities, you may continue leveraging Level 1 marketing opportunities.
Level 3 – Proven Success	
<ul style="list-style-type: none"> - To qualify for Level 3 co-marketing opportunities, you must have 6 client integration success stories. - Additionally, you must satisfy Level 1 & Level 2 requirements. 	<ul style="list-style-type: none"> - Public Relations: Kintera will offer press release opportunities when available. - Co-Brand Print Advertising: Kintera will assist in identifying targeted publications with which to advertise, building the print ad creative and working with the vendor to execute the campaign. - Tabletop at Kintera’s User Conference: Kintera will provide space for partners at its annual User Conference. - Success Stories: Kintera will post client integration success stories on its Web site. - E-newsletter: Kintera will profile your success stories within its client e-newsletter. - Level 1 & 2 Marketing Opportunities: In addition to Level 3 marketing opportunities, you may continue leveraging Level 1 & 2 marketing opportunities.