

# Earn 3X MRC bonus for bringing new logos to Verizon **Bonus payout!!!**

From January 1, 2021 through April 30, 2021, VPP Program Members can earn a **3X MRC bonus payout AND monthly Fee payments on all Sales Legacy Plan (SVP) or VRD** sales of Verizon services to a **New Logo Customer**.

## Offer

- A 3X MRC payout based on Annual Booking Value (ABV) at order issuance for Sales Value Plan (SVP) and VRD Orders for all compensable products.
- For purposes of this promotion and in lieu of the definition in the Program Manual, “New Logo” is defined as an entity that had no prior service with Verizon, *zero billing with Verizon since January 1, 2020 or has billed less than \$500 in every month of the prior calendar year in only core voice services (PRKey 2-63)*. Subsidiaries of an existing entity that has existing services with Verizon are not considered New Logos under this promotion.

## Promo Details

- Orders for qualified New Logos must be OE Submit Date for fee-eligible Verizon services during the period **January 1, 2021 through April 30, 2021**
- Up-front bonus is based on ABV per the Agent Product Table on compensable Products
- Orders associated with a Customer account which has previously been paid a “new logo bonus” are ineligible to receive this bonus
- No exceptions apply
- Eligible customer segments: **Medium and Mid-Markets only**
- Capitalized terms not defined in this promotion are defined in your VPP agreement including the Program Manual. All other terms and conditions from your VPP MSA and Program Manual apply to this promotion, including but not limited to:
  - Service Retention Requirement: 180 days after the service is installed
  - Termination for Convenience: Max 3-year payout

To qualify for the bonus, please continue submitting New Logo requests via the ACR with your Master Agents. Please **include “New Logo” in the comments/opp name** to help us to expedite the NASP type assignment and provide partner protection.

## New Logo Promotion! Earn a bonus for bringing new logos to Verizon!

Verizon Wireless (“VZW”) is pleased to announce the following special New Logo incentive (SPF) in connection with Corporate Liable End User (CLEU) new lines of Postpaid Service Activated on a New Logo business profile. Beginning October 1, 2020 and ending March 31, 2021 or upon notice from VZW (“Eligibility Period”). This SPF will be processed as a mobile adjustment and payable within thirty (30) days of the end of the month in which the mobile adjustment is loaded into the system.

For purposes of this promotion and in lieu of the definition in the Program Manual, “**New Logo**” is defined as an entity that had no prior service with Verizon or zero billing with Verizon within 6 months of the eligible new logo Activation date. Subsidiaries of an existing entity that has existing services with Verizon are not considered New Logos under this promotion. Any Activations for the New Logo Customer within ninety (90) days following the *initial* New Logo Activation shall qualify for a SPF as a New Logo Activation; provided that such Activations meet the Gross Monthly New Logo Activations for the applicable New Logo Tier. Notwithstanding the foregoing, Activations after the Eligibility Period shall not qualify for a SPF hereunder.

### Promo Details

- Eligibility segments: SMB, Enterprise
- Product eligibility: Traditional Activations only
  - smartphone and non-smartphone
- Incentive payout: Spiff
- Payment terms: Monthly
- Transaction type: New Logos only

### New Logo Tiers

Tiers	Gross Monthly New Logo Activations	Spiff Incentive
Tier 1	0-149	\$0 per activation
Tier 2	150-249	\$15 per activation
Tier 3	250+	\$20 per activation

### Eligibility for Incentive

New Logo Activations MUST be added through OMNI Telesales External and/or Business 360 Telesales External POS system. No SPF will be paid if the New Logo Activations code is added through another OMNI platform (B2B, Indirect, Retail, Telesales Internal), nor will a SPF be paid if the New Logo activations is added through the Business and Government Customer Operations (BGCO), Business Finance Operations (BFO), Care, or if the customer self-provisions online.

A post-dated Activation may not qualify for this SPF if the actual Activation occurs after the Eligibility Period.

All other terms and condition from your Verizon Partner Program Master Services Agreement (MSA) apply to this promotion, including SPFs are subject to Chargeback of 180 days after the service is installed, and may be changed by VZW at any time. Verizon reserves the right to update the Gross Monthly New Logo Activations targets throughout Eligibility Period (with advanced notice).

Unless otherwise defined herein, all capitalized terms used in this letter shall have the same meanings as set forth in your MSA.

Please contact your Client Partner with any questions or concerns you may have.

Thank you for your continued support.