

KnowBe4

KnowBe4 Joint Marketing Program

Accelerate Your Success in the Partner Program



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LET'S MARKET TOGETHER!

As a successful KnowBe4 Partner you already know that we are here to help you win! You have your Partner Manager, your Partner Portal, and all sorts of other tools and resources available to help you get your deals marked Closed-Won.

We also make joint marketing funds available to select partners as part of the KnowBe4 Joint Marketing Program. We want to invest in partners that are invested in delighting their customers. This is your guide to access those benefits of the Partner Program, and how to use them to help uncover new opportunities.

Eligibility

To participate in the joint marketing program, partners must meet the following eligibility requirements:

- Achieve Certified or Premier Partner Status at the time of activity submission
- Be in Good Standing in the Partner Program
- Have a current KnowBe4 Partner Agreement in place (2021 or later)

Activities and Proof Of Performance ("POP")

Here is an overview of eligible activities for which you may request joint marketing funds and the Proof of Performance ("POP") we will require upon completion:

Eligible Marketing Events & Activities

	Description	Desired Outcome	Proof of Performance ("POP")
Joint Webinars/ Virtual Customer Education	Host a thought leadership session featuring one of KnowBe4's representatives. You will promote the session, recruit attendees, and manage registration with your chosen webinar platform.	Customers and prospects will be educated about the growing need to measure, monitor, and mitigate human risk.	<ul style="list-style-type: none"> Attendee list that includes, at a minimum, name, company, email address and country, uploaded into your partner leads Photographs or other dated documentation of the session occurring
Interactive In-Person Roundtables and Education Events	Invite your customers to a more intimate session or educational event promoting KnowBe4. You will promote the event, recruit attendees, manage registration, and provide the venue. All events must include a minimum 15-minute speaking session for a KnowBe4 representative.	Customers will be educated on KnowBe4 products and value within an educational setting.	<ul style="list-style-type: none"> Attendee list that includes, at a minimum, name, company, email address and country, uploaded into your partner leads Photographs or other dated documentation of the event occurring
Virtual Industry Tradeshows	Co-sponsor a virtual industry tradeshow where KnowBe4 will be featured. Sponsorships must include a dedicated speaking session where we jointly present KnowBe4 and the attendees to this session are trackable.	Present the value of KnowBe4 to customers and prospects while reducing your sponsorship costs.	<ul style="list-style-type: none"> Booth visit or session attendee list that includes, at a minimum, name, company, email address and country, uploaded into your partner leads Photographs or other dated documentation of the event occurring
In-person Industry Tradeshows	Co-sponsor an in-person industry tradeshow where KnowBe4 will be featured. Sponsorships must include a minimum of a booth/tabletop and/or a dedicated speaking session.	Present the value of KnowBe4 to customers and prospects while reducing your sponsorship costs.	<ul style="list-style-type: none"> Booth visit list that includes, at a minimum, name, company, email address and country, uploaded into your partner leads Photograph or other dated documentation of the co-branded event presence

Eligible Demand Generating Activities

	Description	Desired Outcome	Proof of Performance ("POP")
Email Marketing Campaign	Launch an email campaign to your contact database that includes a trackable call-to-action. List buys are not an approved expense.	Nurture prospects in your database to move them along the KnowBe4 buying journey.	<ul style="list-style-type: none"> • Final email content • List of converted leads that includes, at a minimum, name, company, email address and country, uploaded into your partner leads
Content Syndication	We have tons of great thought leadership and lead generation content available for content syndication, or use your own pre-approved content featuring KnowBe4, for paid content syndication.	Get our joint value proposition in front of new contacts.	<ul style="list-style-type: none"> • List of converted leads that includes, at a minimum, name, company, email address and country, uploaded into your partner leads • Dated campaign performance statistics and placement data
Joint Blog	Feature one of our security thought leaders in your next blog to help position your organization as your customers' trusted advisor.	Produce engaging joint content to support inbound marketing.	<ul style="list-style-type: none"> • Final blog content • Live blog location
Case Study	Produce a case study to feature one of your delighted KnowBe4 customers. You will find the customer, write and create the case study and publish it somewhere discoverable. Final product must be approved by KnowBe4.	Your sales team will have an excellent resource to help move prospects through the sales cycle.	<ul style="list-style-type: none"> • Final mutually approved case study • Live case study location
Telemarketing	Leverage external telemarketing resources for a callout campaign with a call-to-action fit for telemarketing. Examples include recruiting for a webinar or qualifying marketing leads for a demo.	Touch prospects and engage them about our joint value.	<ul style="list-style-type: none"> • Call target parameters • Final qualified lead list that includes, at a minimum, name, company, email address and country, uploaded into your partner leads
Paid Social media	Reach new or existing audiences with paid advertising on LinkedIn. Content must be pre-approved and may not include other vendors.	Get our joint value proposition in front of new audiences.	<ul style="list-style-type: none"> • Final lead list that includes, at a minimum, name, company, email address and country, uploaded into your partner leads • Screenshot of social media post(s) including date

	Description	Desired Outcome	Proof of Performance ("POP")
Direct Mail	Promote our joint value to specific customers and prospects via mail. All content must be pre-approved.	Get the KnowBe4 message in front of a specific audience in tangible, printed form.	<ul style="list-style-type: none"> • Final direct mail piece • Final lead list that includes, at a minimum, name, company, email address and country, uploaded into your partner leads
Pre-Approved GTM Program	We will jointly build a special go-to-market program. This activity requires pre-submission approval and a committed joint business plan in place.	Varies	<ul style="list-style-type: none"> • Final lead list that includes, at a minimum, name, company, email address and country, uploaded into your partner leads. • Additional POP as requested

Please reach out to your [KnowBe4 Partner Marketing team](#) if you have data privacy and POP related questions prior to submission. You can also review the [Partner Lead List Upload Guide](#) that covers commonly asked questions.

Non-Eligible Activities

One of our goals is to use best practices we've learned from other KnowBe4 Partners and help you leverage them. We've found that some activities are not as successful as others for uncovering more opportunities.

With this in mind, we will not accept submissions of the following:

- Alcohol when not associated with a qualified Joint Marketing event
- Engineering or product development projects
- Entertainment/hospitality activities such as sporting events, concerts, golf outings, and similar events that do not include a formal customer presentation of KnowBe4 products or thought leadership
- Shipping and labor costs
- Crediting incentives to customer (direct credit or indirect through price reductions)
- Political or religious activities
- In-person and virtual Sales Kickoff events

Process

The Basics

We're excited to invest in our partnership. Before we get started, here's a rundown of what you'll need to do. You will apply for funding, include all relevant activity details, receive a decision, and if approved, execute within the program's timeline requirements. Upon completion of your activity, you will submit an invoice and the required POP.

The program runs on a quarterly basis during the calendar year. You may apply for funding whenever you would like, but we will review submissions during the last month of each quarter.

All submissions must be received by the last day of the second month of each quarter. Your KnowBe4 Partner Marketing team will approve, request additional information, or deny each submission by the last day of the quarter in which you submitted your request.

Activities must be executed within six months after the end of the quarter in which your activity was approved.

Here are the submission, evaluation, and execution windows, occurring annually:

Submission/Fund Applications	Decision Deadline	Activity Completed By
Dec 1-Feb 28	March 31	Sept 30
March 1-May 31	June 30	Dec 31
June 1-Aug 31	Sept 30	March 31 following year
Sept 1-Nov 30	Dec 31	June 30 following year

How to Apply for Funds

Submit a request for funds for your activity using the [Joint Marketing Program Request Form](#). Check out the submission windows listed above to meet the necessary timelines. Be sure to include all the required information so that your request will be eligible for review.

What to Do After You're Approved

Stay in contact with your Partner Manager and your Partner Marketing team: PartnerMarketing@KnowBe4.com.

You may also need support as you create content, with co-branding, or with event logistics. We are here to help your marketing activities be successful. Remember, we win together!

How to Get Reimbursed

Once you have executed your joint marketing activity, you will submit your POP and invoice in the Partner Portal. You can find all of your open submissions on the [My Fund Requests](#) page. For activities that require leads as part of your POP, visit the Upload My Leads page in the Partner Portal to import your leads and associate them with your Joint Marketing Program Request. This allows us to associate your leads with future deal registrations, and continue to invest in our successful marketing efforts! You certify that you have collected and are providing this data in accordance with all applicable regulations. These leads are not ingested like our marketing leads - they are associated with your account and visible to you in the Partner Portal on the My Deals page. Your POP and invoice are due 30 days after the conclusion of your activity. Be sure to include the POP that matches your approved activity. Please include the following information on the invoice:

- KnowBe4 entity and address listed in your approval email
- Company's legal name
- Address
- Invoice number
- Invoice date (dated when you are submitting the invoice)
- Payment due date (net 45)
- Billing point of contact
- Description of activity
- Total amount
- JMP Number (provided in your activity approval)
- Wire/ACH information

KnowBe4 will pay approved joint marketing invoices within 45 days after receipt of your POP, and provided that the POP has been approved by KnowBe4. All approved joint marketing invoices will be paid as long as you maintain good standing with a valid partner agreement in place. KnowBe4 reserves the right to cancel approved activities for which POP and invoice submissions have not been received 45 days after activity end date.

What to Do After Your Activity

After your activity, it's game time! For any accounts eligible for deal registration, you have a 45-day window after your activity to get those deals registered in your [Partner Portal](#). Visit the My Deals page in the Partner Portal to view your leads and when ready, convert them to deal registrations.

Work with your Partner Manager to complete the follow-up plan you included in your submission. Once you've qualified your activity leads and registered prospective deals, we can work with you to secure the demo. Check out this [Map to Closed-Won](#) to learn more.

Terms and Conditions

Program Changes, Reservation of Rights, and Termination

KnowBe4 reserves the right to alter or discontinue the KnowBe4 Joint Marketing Program and/or this Program Guide, including without limitation, any of their conditions, requirements, or benefits, in its sole discretion. Any and all such changes to the Joint Marketing Program will be furnished via the Partner Portal and will be effective immediately. We therefore encourage you to review the terms from time to time in order to stay up-to-date on any changes. If you disagree with any change or modification to the Joint Marketing Program, you may terminate your participation in the program at any time.

Additionally, KnowBe4 reserves the right to suspend or terminate a partner's participation in the program at any time, if the partner does not maintain their good standing in the program or if the partner fails to comply with the obligations of its KnowBe4 partner agreement and/or any KnowBe4's policies. For the avoidance of doubt, in case of any such non-compliance by partner, the partner is no longer entitled to receive a reimbursement of its activities under this Joint Marketing Program, even if they were pre-approved.

Trademark Usage

KnowBe4, Inc.'s trademarks must be used properly. These guidelines apply for usage of KnowBe4 trademarks, logos, and brands ("KnowBe4 Marks") in all communications and documents.

Using KnowBe4 Marks

Do not incorporate KnowBe4 Marks into your own product names, service names, trademarks, logos, or company names, and do not adopt marks or logos that are confusingly similar to the KnowBe4 Marks. Do not make unlicensed use of KnowBe4 Marks. Your use of KnowBe4 Marks in custom materials requires prior written permission from KnowBe4 that you may obtain through your KnowBe4 Partner Manager.

In creating your custom materials for review, you may refer to KnowBe4 products and services by their associated KnowBe4 Marks as long as any reference(s) are: truthful; fair; not misleading; and comply with the KnowBe4 Co-Branding Guidelines, which we may modify from time to time at our sole discretion.

Trademark Notice

Before sending any co-branded assets to your Partner Manager for KnowBe4's approval, all KnowBe4 partners agree to include the notice below on any co-branded assets where the KnowBe4 Marks will appear. This should appear in the footer or bottom of each page/slide within the asset, for example, in a new paragraph after your copyright notice in the footer of each page/slide within the asset:

KnowBe4 and the KnowBe4 taglines, logos, and product names are trademarks or registered trademarks of KnowBe4, Inc. and its subsidiaries in the United States and other countries and are used under limited license.

Thank You for Your Partnership

About KnowBe4

As the provider of the world's largest security awareness training and simulated phishing platform, KnowBe4 helps organizations address the human element of security by raising awareness about ransomware, CEO fraud, and other social engineering tactics through a new-school approach developed by an internationally recognized cybersecurity specialist.

Join more than 70k international organizations in trusting the KnowBe4 platform to strengthen your security culture and reduce human risk.

For more information, please visit www.KnowBe4.com



Access Your KnowBe4 Partner Portal

Robust yet easy-to-use, the KnowBe4 Partner Portal is your single source for all the sales, marketing and training resources available to help you accelerate your business.



KnowBe4

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