

KnowBe4
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KnowBe4 Joint Marketing Program

Accelerate Your Success in the Partner Program

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OVERVIEW

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. You may request reimbursement of up to 50% of the total cost of eligible activities. We want to invest in partners that are invested in delighting their customers. More resources to help position your organization as a thought leader!

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 Reseller Agreement in place (September 2020 or later)

ACTIVITIES AND PROOF OF PERFORMANCE (“POP”)

Here is an overview of eligible activities for which you may request up to 50% of the total cost in joint marketing funds and the Proof of Performance (“POP”) we will require upon completion:

Eligible Marketing Events & Activities

Marketing Event 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 for building a human firewall.	Contactable attendee and registrant list for the webinar that includes, at a minimum, each attendee/registrant’s name, company, email address, and country.
Interactive In-Person Roundtables and Customer Education Event	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 a more intimate setting.	Contactable attendee and registrant list for the session that includes, at a minimum, each attendee/registrant’s name, company, email address, and country.
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.	Virtual meetings, booth, or virtual roundtable contactable lead list that includes, at a minimum, name, company, email address, and country.
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 sponsorship costs.	Booth visit contactable lead list that includes, at a minimum, name, company, email address, and country.

Eligible Demand Generating Activities

Demand Generating Activities	Description	Desired Outcome	POP
Email Marketing Campaign	Launch an email campaign to your contact database that includes a trackable call-to-action such as trying our Free Tools. List buys are not an approved expense.	Nurture prospects in your database to move them along the KnowBe4 buying journey.	Final email content and list of converted 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 the KnowBe4 message in front of new audiences with brand support from you.	Conversion statistics and placement data. Final results.
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 with you.	Final blog and live location.
Case Study	Produce a case study to feature one of your delighted KnowBe4 customers. You will find the customer, 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.	Final mutually approved case study and live location.
Telemarketing	Leverage your own internal or 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 the value of KnowBe4.	Call target parameters and final follow-up contactable lead list. Final results.
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 the KnowBe4 message in front of new audiences with brand support from you.	Targeting parameters and final contactable lead list. Screen shot or print out of social media post.
Direct Mailers	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.	Final mailer graphic, send list and final results.

*Please reach out to your KnowBe4 Partner Marketing team if you have data privacy and POP related questions prior to submission.

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 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 6 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
December 1 - February 28	March 31	September 30
March 1 - May 31	June 30	December 31
June 1 - August 31	September 30	March 31 following year
September 1 - November 30	December 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.

You will receive a Joint Marketing Activity Bid Form detailing the activity and required POP. This needs to be signed and returned within 30 days to your KnowBe4 Partner Marketing team. 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!

Plus, remember to check out our team of KnowBe4 Evangelists available for speaking engagements to support your joint marketing activities.

<https://www.knowbe4.com/security-awareness-training-advocates>

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 contact data as part of your POP, you certify that you have collected and are providing this data in accordance with all applicable regulations. 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 and agreed upon in your Joint Marketing Activity Form. Please include the following information on the invoice:

- KnowBe4, Inc.
33 N. Garden Ave.
Clearwater, FL 33755
(Or other KnowBe4 entity listed in 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 reseller 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! Follow up with your leads to generate additional interest, and once the prospect has a confirmed interest and is ready to demo, register your deal. 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.

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 its obligations of Reseller Agreement and/or any KnowBe4's policies including the [Partner Code of Conduct](#). 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

KnowBe4 is the world's largest integrated Security Awareness Training and Simulated Phishing platform. Realizing that the human element of security was being seriously neglected, KnowBe4 was created to help organizations manage the problem of social engineering through a comprehensive new-school awareness training approach.

This method integrates baseline testing using real-world mock attacks, engaging interactive training, continuous assessment through simulated phishing, and vishing attacks and enterprise-strength reporting, to build a more resilient organization with security top of mind.

Tens of thousands of organizations worldwide use KnowBe4's platform across all industries, including highly regulated fields such as finance, healthcare, energy, government and insurance to mobilize their end users as a last line of defense and enable them to make better security decisions.

**For more info, please visit
www.KnowBe4.com/Partners**