



Earn \$1,000  
by bringing the  
best marketing  
to outstanding  
organizations

## Business Partner Referral Program

Trusted relationships are a key to success in every industry, especially the technology industry where partnerships help fuel the growth of both parties and their customers. As a PowerMark friend, colleague, client or creative partner, you know the people and companies that can benefit the most from PowerMark's services and dedication to helping our clients win in the marketplace. By introducing us to those who have a need for expert marketing and PR, you'll enable a triple win:

1. Your colleague will benefit from teaming with a premier agency 100% dedicated to their success
2. PowerMark will benefit from increased new business with "good fit" clients
3. **You will benefit from a \$1,000 referral fee** for putting the two together

We've developed the PowerMark Business Partner Referral Program to compensate you when your connections develop into a business relationship between PowerMark and a new client you refer.

To keep the program attractive for all, we've intentionally kept the rules of engagement simple:

1. PowerMark will pay you a flat \$1,000 fee when your referral results in a minimum of \$10,000 in new business within three months of the original introduction by the referrer. New business = professional services fees (excludes expenses).
2. Referral checks will be delivered within 30 days of payment of first invoice by referred new client. If you cannot accept compensation for business referrals, PowerMark will gladly make a \$1,000 contribution in your name to the charity of your choice.
3. Each referral must be a new lead (PowerMark not already in contact with lead) and must be submitted to PowerMark by completing the lead referral form. After receiving the lead referral form, PowerMark will contact you to gain additional information, confirm eligibility, and set up an introduction with the lead.
4. There is no limit to the number of referral awards that you can receive, but each must be for a unique new client. Referral fees are paid only one time for each new client.
5. In the unusual event that more than one referrer submits the same lead within the same timeframe and new business results, the \$1,000 referral fee will be divided in a way PowerMark deems fair.
6. PowerMark's full-time employees are not eligible for the Business Partner Referral Program.
7. There has to be a legal clause, right? Keep in mind, referral fees may be considered taxable income. Also, PowerMark reserves the right to terminate or change this program at any time and will notify the public by removing the program from its Web site. But we hope it's so beneficial for all that it continues for a very long time!

*"PowerMark's ramp-up was lightning fast, and the entire team is extremely talented. They are not only experts in marketing and PR, but they are experts in achieving meaningful business results."*

**Tim Lee-Thorp,**  
VP of Marketing,  
Sendio, Inc.

## What do we offer?

As former corporate marketers ourselves, we know what a challenge it can be to train and manage multiple agencies. PowerMark offers a full spectrum of marketing and public relations services giving you a single trusted resource for all of your marketing needs. Count on us for unparalleled:

- **Strategic Planning & Consulting**
- **Advertising**
- **Branding**
- **Public & Analyst Relations**
- **Direct Mail**
- **Web & Interactive Media**
- **Video & Photography**
- **Copy & Design Services**
- **Meeting & Event Management**
- **Project Management & Execution**



**Business Partner Referral Program  
Lead Referral Form**

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**Referring Partner:**

Name	Date	
_____		
Company Name		
_____		
Address		
_____		
City	State	Zip
_____	_____	_____
Phone	Fax	
_____	_____	
Email	SS#	
_____	_____	

Instead of paying a referral fee to me, please donate \$1,000 in my name to  
\_\_\_\_\_ (charity of choice)

**Prospect:**

Name	Title	
_____		
Company Name		
_____		
Address		
_____		
City	State	Zip
_____	_____	_____
Phone	Fax	
_____	_____	
Email		
_____		

**Additional Prospect Information (optional):**

Current Situation
_____
Current Marketing/PR Agency
_____
Annual Revenue
_____
Annual Marketing Budget
_____

**Comments:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

<b>For Internal Use:</b> Recvd by: _____ Time: _____ Date: _____  Appt Date: _____ Deal Close Date: _____  Referral Fee Paid Date: _____ _____
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