



 **REVINATE**

# Partnership program overview

# Transforming the hospitality industry, together.

We are on a mission here at Revinate – to transform the hospitality industry. It is an ambitious goal, and we know it. We also know that long-lasting transformations are only possible by building strong partnerships.

Our partnership program is designed to foster strong relationships. Our partners fall into three main categories: Integration partners, Advocacy partners, and Tech partners.

At the start of our relationship, we will work closely together to determine the appropriate partnership category – keeping in mind our businesses and respective customers.

We have also designed different tiers for our partnership program — Solution, Alliance, and Enterprise tiers. These are based on performance and mutual value creation. With time, our partners can progress from one tier to the next.

## What you will see here

Partnership categories

Partnership tiers

Benefits

# Categories

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## Integration partners

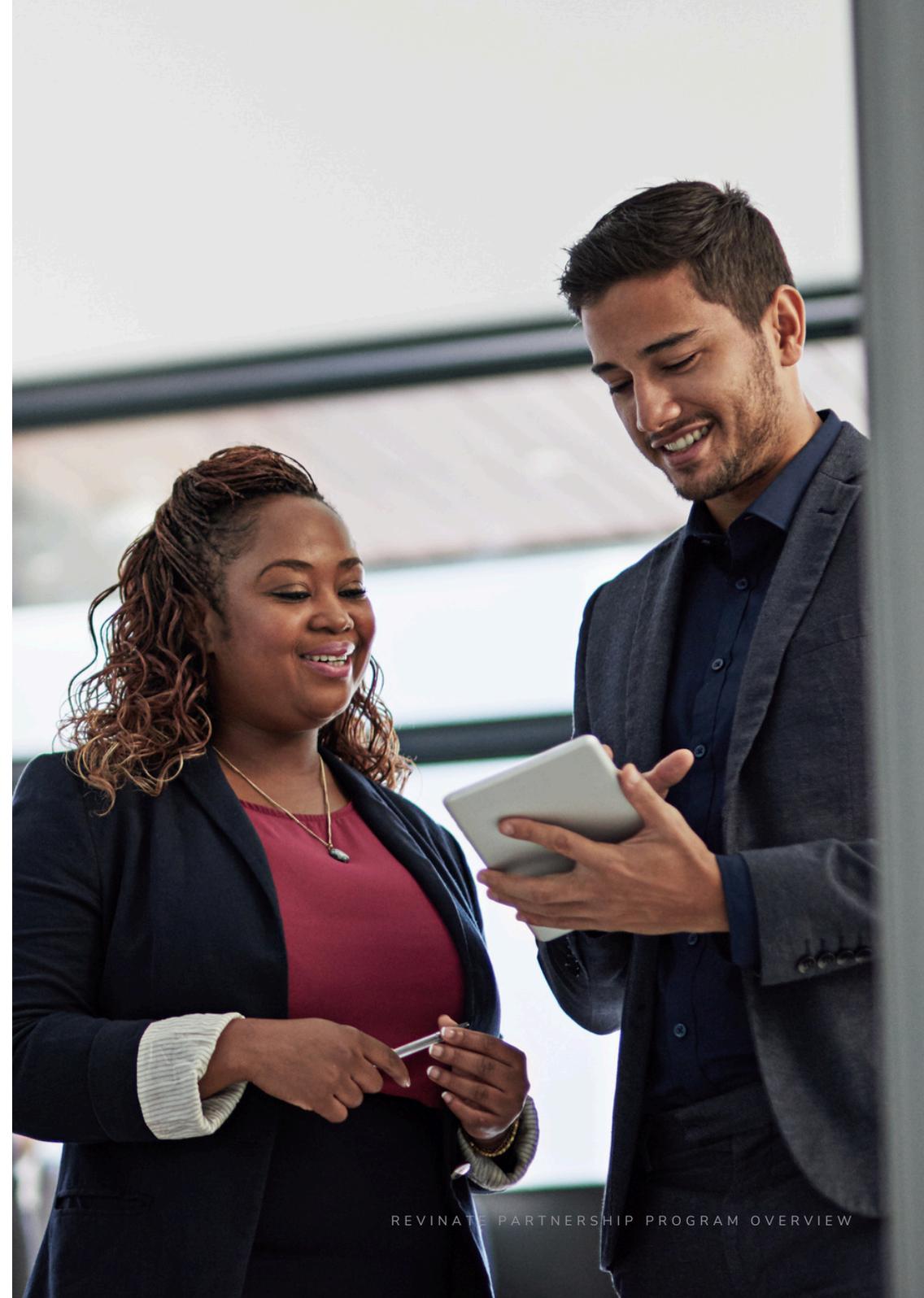
Integrating with the Revinate Customer Data Platform, our Integration partners work with us to enable hoteliers to benefit from seamless data flow and functionality between systems.

## Advocacy partners

Agencies and consultants both fold into this partnership category. Advocacy partners are extremely familiar with Revinate products and the advantages that we bring to the industry. We work with them on a referral program, and based on the annual revenue generated for new businesses, our partners are classed into different tiers.

## Tech partners

Purely technical in nature, these partnerships are complementary tech systems or describe instances where we mutually leverage our tech systems to benefit the industry at large.



# Tiers

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Our partnership program has different tiers based on the benefits and impact we drive together.

All figures used to define the tiers reset at the start of the calendar year.

Revinate determines the tiers and advancement criteria, which may be subject to change based on evaluation from time to time.

Depending on the nature of the relationship with our Tech partners, for purposes of tiering, they are treated as either an Integration or Advocacy partner.

## **Solution tier (Entry level)**

The base level for both Integration and Advocacy partners. For Integration partners, entry into this tier is based on having 0-25 customers actively benefitting from the integration.

For Advocacy partners, entry into the tier is based on annual revenue generated from referrals – \$1 and \$40,000.

### **Benefits**

- A separate listing in the Revinate partner ecosystem
- 1 x mention in our newsletter
- Access to Revinate sales enablement content
- 1 x social media post announcing the partnership

## Alliance tier (Mid-level)

Enhanced visibility and collaborative opportunities that result in increased value.

At this tier, we share 26-50 customers with our Integration partners.

Annual revenue generated from referrals from Advocacy partners at this tier falls between \$40,001 and \$80,000.

### Benefits

All benefits from the previous tier plus:

- 1 x joint press release
- 1 x blog post feature

## Enterprise tier (Top-level)

Establishment as industry leaders through joint marketing efforts.

At this level, we share 50+ customers with our Integration partners.

Advocacy partners at this tier drive over \$80,000 in referral fees annually.

### Benefits

All benefits from the previous tier plus:

- Joint marketing emails (up to 2 per year)
- 1 x cohosted webinar

# Tier benefits

Benefits	Solution	Alliance	Enterprise
Partner ecosystem listing	x	x	x
Newsletter feature	x	x	x
Enablement content	x	x	x
Revinate roadmap insights ***	x	x	x
Social media announcement	x	x	x
Joint press release		x	x
Blog post		x	x
Joint marketing emails			x
Cohosted webinar			x



The Revinate Partnership Program offers a clear path to grow and valuable benefits at every tier. Regardless of the partnership type and tier, whether you're an Integration or Advocacy partner, we're committed to enabling your success as we drive transformations for the hospitality industry.

We will support your efforts as we work together to deliver value and innovation to our mutual customers. From Solution to Enterprise, we look forward to growing alongside you.

For more information, contact the Revinate Partnerships team:

[partners@revinate.com](mailto:partners@revinate.com)

# About Revinatē

Revinatē is a direct booking platform that leads the hospitality industry in driving direct revenue and increased profitability.

Our products and our people combine to give hoteliers the superpowers they need to crush their goals. With Revinatē, hoteliers shift share away from OTAs and drive tangible results across an individual property or a portfolio. Our industry-leading, AI-powered, customer data platform collects, unifies, and synthesizes data giving hoteliers a foundational advantage.

Hoteliers gain critical intelligence – guest lifetime spend, stay preferences, ancillary revenue, and more. With Revinatē's Rich Guest Profiles™, hoteliers don't need to guess who their most profitable guests are, or how to drive conversions across email, voice, messaging, and digital channels.

Revinatē's direct booking platform and omnichannel communication technology powers 900+ million Rich Guest Profiles across 12,500+ hotels to drive over \$15.5 billion in direct revenue.

Be a superhero. Join the mission. Transform the industry.

Get Revinatē. Get superpowers.

