

# Lumen New Logo Incentive – NCI Sales Only

Introduce Lumen solutions to new customers and earn up to \$20,000



When you introduce Lumen solutions to new customers, you can earn up to \$20,000 per billing customer. Lumen helps partners build a strong customer base with the extraordinary capabilities of our solutions portfolio and the strength of our global fiber infrastructure.

## Overview

- Earn a one-time payout equal to 1x MRC, up to \$20,000 per billing customer, when you sell any Eligible Product to a new logo customer (defined on page 2)
- Minimum \$1,000 MRC on the Qualified Sale
- Minimum Service Term of two years on the Eligible Product
- Non-Channel Integrated (NCI) sales only
- Stackable with other Lumen incentives (except Big Wins Incentive)

Incentive Period: April 1, 2025 – June 30, 2025

See page 2 for full terms and conditions.

Contact your Lumen Channel Management Team to learn more.

[lumen.com/partners](https://lumen.com/partners) | [partners@lumen.com](mailto:partners@lumen.com)

PARTNER INTERNAL USE ONLY. Not to be distributed or reproduced by anyone other than Lumen entities or Lumen Channel Partner Program members. Services not available everywhere. ©2025 Lumen Technologies. All Rights Reserved.

**LUMEN**<sup>®</sup>

## Terms & Conditions: Lumen New Logo Incentive – NCI Sales Only

- The Lumen New Logo Incentive (the “Incentive”) is open to Eligible Participants (defined below).
- Eligible Participants can earn a one-time payout equal to 1x MRC of the Salesforce opportunity for each Qualified Sale (defined below) to a new logo customer, with a maximum payout of \$20,000 per billing customer, subject to the limitations contained herein.
- The Incentive applies only to new Qualified Sales of Eligible Products (defined below) that are:
  - Marked “Closed Won” in Salesforce during the Incentive Period (defined below);
  - To new logo customers, and;
  - For a minimum monthly recurring charges (“MRC”) amount of \$1,000 or more and a minimum Service Term of two years for the Eligible Product(s) purchased.
- “Eligible Participants” means channel partners who have active Partner Program Agreements or Solution Partner Agreements with CenturyLink Communications, LLC d/b/a Lumen Technologies Group (“Lumen”) or its affiliates and such partners’ sub-agent business entities.
- “Eligible Products” means the products and services provided by Lumen and/or its affiliates and identified as available for sale on the Lumen Channel Partner Portal.
- To qualify for this Incentive, a Qualified Sale must be for a Service billed by Lumen in North America, subject to North American sales recognition guidelines.
- “Incentive Period” means the period beginning April 1, 2025, and ending June 30, 2025, or upon budget depletion, whichever comes first. In situations of budget depletion, deals will be paid on a first-in basis up to the budgeted amount.
- A “new logo customer” means a customer that has no historical sales and no historical revenue at the Bus Org and Ultimate Customer levels for the previous six months (according to Lumen records).
- “Qualified Sale” means a sale of Eligible Product(s) in accordance with the channel partner’s Partner Program Agreement with Lumen or a Lumen affiliate (and any terms contained therein), where such related order is accepted by Lumen. The customer account must be owned by a contracted Lumen partner or domestic Lumen salesperson with associated approved channel integrated opportunity. The sale must close in the United States of America with the appropriate signed contract or order form. Services may be provided in an international location by Lumen or its affiliates.
- Standard ordering processes apply.
- This Incentive can be applied once per billing customer during the Incentive Period. Standard commission rates apply in addition to the Incentive.
- Incentive payouts will be paid at the partner level through the regular commission process.
- Incentive payouts will be paid approximately 45 days after a Qualified Sale for an Eligible Product is “Closed Won” in Salesforce, provided the sale is marked as such prior to the conclusion of the Incentive Period.
- Lumen may modify, suspend, amend, or terminate the Incentive at any time and without any prior notice to, or consent of, Eligible Participants. Lumen specifically reserves the right to change the payout structure and/or criteria of the Incentive in a manner that may modify or eliminate the amount of the Incentive payout(s).
- Incentive disputes will be considered on a case-by-case basis. All disputes must be submitted within 120 days of the Salesforce “Closed Won” date. Incentive disputes submitted after 120 days will not be considered.
- Any liability for federal, state, or other taxes related to the Incentive are the sole responsibility of the Eligible Participants. Lumen is not responsible for payment of any such taxes.
- Lumen will review all submitted orders to ensure Incentive criteria have been met before awarding payouts.
- Lumen reserves the right to end, modify, or deny any claim for a payout under this Incentive, including the right, in its sole discretion, to deny any Incentive submission that does not satisfy the terms of the Incentive.
- Orders canceled prior to installation will not qualify for the Incentive and Lumen may recover Incentive payouts associated with such orders, including by way of off-set against the channel partner’s normal commissions.
- Lumen reserves the right to review all Qualified Sales for which Eligible Participants received an Incentive payout under this Incentive for 24 months from the Service installation date to verify that the requirements for such Qualified Sale are being met. If not, Lumen may recover any Incentive paid, including by way of off-set against the channel partner’s normal commissions.
- The Incentive is void where prohibited.
- Check the Lumen Channel Partner Portal regularly for updates to the Incentive.
- Except as expressly noted within the terms of another Lumen incentive program, this Incentive may be combined with other incentives offered by Lumen.
- This Incentive will apply to Non-Channel Integrated (“NCI”) opportunities only.

[lumen.com/partners](https://lumen.com/partners) | [partners@lumen.com](mailto:partners@lumen.com)

PARTNER INTERNAL USE ONLY. Not to be distributed or reproduced by anyone other than Lumen entities or Lumen Channel Partner Program members. Services not available everywhere. ©2025 Lumen Technologies. All Rights Reserved.

**LUMEN**<sup>®</sup>