

# Lumen Partner Activator Incentive

New and returning partners can earn up to \$30,000 for first three new deals



Whether you are a new or returning Lumen Channel Partner, we want to reach new heights with you in 2025. Start selling with Lumen and you could earn up to a total of \$30,000!

## Overview

- Earn a one-time payout equal to 1X MRC, up to \$10,000 per billing customer, for each of your first three new Qualified Sales with Lumen during the third quarter of 2025
- Eligible Participants: Partners without a "Closed Won" opportunity in Salesforce between July 1, 2024, and June 30, 2025
- Opportunities may be CIE or NCI
- Qualified Sales: Sales of Eligible Products (defined on next page) with a minimum Service Term of two years
- No minimum MRC
- Stackable with other Lumen incentives (except Big Wins Incentive)

Incentive Period: July 1, 2025 - September 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)

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## Terms & Conditions: Lumen Partner Activator Incentive

- The Lumen Partner Activator Incentive (the "Incentive") is open to Eligible Participants (defined below).
- Eligible Participants can earn up to three one-time payouts equal to 1x the MRC for each new Qualified Sale (defined below), with a maximum payout of \$10,000 per billing customer.
- The Incentive applies only to opportunities that are:
  - Marked "Closed Won" in Salesforce during the Incentive Period (defined below).
  - For new logo customers or for existing customers ordering net-new services (renewals and/or replacement services such as ported or upgraded services will not qualify for the Incentive).
  - New Qualified Sale(s) of Eligible Product(s) (defined below) with a minimum Service Term of two years.
- "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, in each case, who have no record of a "Closed Won" opportunity in Salesforce between July 1, 2024, and June 30, 2025.
- "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 July 1, 2025, and ending September 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. Sales must provide a Lumen countersigned contract, if applicable.
- This Incentive can be applied once per billing customer for up to three billing customers during the Incentive Period (maximum payout of \$10,000 per billing customer). Standard commission rates apply in addition to the Incentive. Payout is based on the monthly recurring charge(s) ("MRC") stated in a valid customer signed order that is deemed a Qualified Sale and accepted by Lumen in accordance with its standard ordering process(es) and any committed usage associated with such accepted order.
- Incentive payouts will be paid at the partner level (through the regular commission process) approximately 45 days after a Qualified Sale is marked "Closed Won" in Salesforce, provided such designation occurs 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 to Lumen 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 "Closed Won" opportunities 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 a 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 the incentive paid, including by way of offset 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 channel integrated ("CIE") and non-channel integrated ("NCI") opportunities.

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