

TO: Wireline Business Agents
FROM: Verizon Wireline
DATE: July 16, 2025
SUBJECT: New Logo Bonus

Earn 2X MRC bonus for bringing new logos to Verizon

From August 1, 2025 through October 31, 2025, VPP Program Members can earn a **2X MRC one-time bonus payment on all Sales Value Plan (SVP) and VRD sales** of Verizon services to a **“New Logo” Customer**, in addition to your monthly Fee payments.

Offer:

- A 2X MRC one-time payment based on Annual Booking Value (ABV) for Sales Value Plan (SVP) and VRD Orders in OE Submit status for Fee-eligible products as listed on the VPP US Agent Product Table. MRC is calculated by dividing the ABV by 12.
- For purposes of this promotion and in lieu of the definition in the Program Manual, “New Logo” is defined as an entity that had *no prior service with Verizon or zero billing with Verizon since January 1, 2024*. Subsidiaries of an existing entity that has existing services with Verizon are not considered New Logos under this promotion.

Promotional Details:

- Orders for qualified New Logos must be OE Submit Date for Fee-eligible Verizon services during the period August 1, 2025 through October 31, 2025
- Eligible customer segment: **Medium Business only**
- Submit New Logo requests via an Account Creation Request (ACR). You may **include “New Logo” in the comments** to help us to expedite the NASP type assignment and provide partner protection. For additional information, sign in to [PRM](#) and then visit: [New Logo Promotion M&Ps](#)
- Bonus will be paid out on a monthly basis within thirty (30) days of the end of each month
- Capitalized terms not defined in this promotion are defined in your VPP Agreement and all other terms and conditions apply to this promotion, including but not limited to the Service Retention Requirement.
- Orders associated with a Customer account which has previously been paid a “New Logo bonus” are ineligible to receive this bonus
- No exceptions apply

If you have any additional questions, please contact your Verizon Channel Manager.