

Contextral Referral & Partner Program Structure

The Contextral Partner & Referral Program is designed to establish structured relationships with consultants, technology providers, public-sector advisors, implementation firms, and trusted industry professionals who introduce organizations that may benefit from Contextral's AI-powered records modernization, archival intelligence, and internal knowledge management platform.

Definitions

“Qualified Referral” is a new customer who:

- Is not an existing Contextral lead or customer within the last 12 months
- Is properly attributed via referral link or written introduction
- Enters an active sales process within the attribution window

“Attribution Period” is the period where referrals are active, unless otherwise agreed:

- Minimum: 30 days
- Standard: 60 days
- Maximum: 90 days (enterprise/long-cycle deals)

“Contract Value” is the first-year net collected revenue from a client and explicitly excludes:

- Taxes
 - Payment processing fees
 - Refunds or chargebacks
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General Program Rules (Applies to All Tiers)

1. Attribution Rules

- First valid referral source receives credit
- Internal leads override external referrals
- Self-referrals are not eligible
- Duplicate referrals resolved by Contextral

2. Payment Timing

- Paid after funds are received from customer
- Tier 1: ad hoc payout after verification
- Tier 2: scheduled monthly payouts

3. Compliance - Partners agree not to:

- misrepresent Contextral offerings
- engage in procurement interference
- violate public-sector ethics or kickback rules

4. Referral Priority Hierarchy

1. Reseller partner (Tier 3)
2. Channel partner (Tier 2)
3. Referral link partner (Tier 1)
4. Inbound leads from Contextral Marketing

5. Anti-Abuse Protection

- Self-referrals strictly prohibited
- Referrals must originate outside Contextral-controlled marketing systems
- Duplicate or illicit referrals may be voided
- Attribution must be verifiable in CRM records

Tier 1 - Referral Link Partner / Brand Ambassador

For individuals or occasional referrers who submit introductions via referral links without formal agreement.

Contract Value	Typical referee type	Commission	Max Payout
Any	Stakeholder at small business, nonprofit, or legal practice	Flat Fee	\$400

Terms:

- Referral must be first valid introduction within attribution window
- Only one referrer per deal
- Payment issued after funds are collected from customer
- Minimum payout threshold may apply
- No initial agreement (W-9 required at payout)

Intended Use: One-off referrals, warm introductions, network-based sharing

How to Participate:

1. Create an account at www.contextral.com
 2. Navigate to your account dashboard at www.contextral.com/account
 3. View your unique referral link under "Account Details"
 4. Share your link with your network
 5. Referral tracking begins automatically upon link usage
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Tier 2 - Formal Channel Partner

For consultants, advisors, and firms actively influencing or co-selling opportunities.

Contract Value	Typical Client Type	Commission	Max Payout
\$5k - \$25k	Small businesses, local nonprofits, small legal practices	8%	\$2,000
\$25k - \$75k	Mid-sized businesses, regional nonprofits, small educational institutions, small healthcare practices	6%	\$4,500
\$75k - \$150k	Large law firms, colleges, private schools, healthcare facilities, small municipalities/townships	5%	\$7,500
\$150k - \$300k	Mid-sized municipalities/counties, hospital systems, university departments, multi-office legal organizations	4%	\$12,000
\$300k+	Large cities, county/state agencies, university systems, enterprise healthcare networks, statewide archival or modernization projects	3%	Custom Agreement

Terms:

- Requires signed Channel Partner Agreement
- Requires W-9 and payment details on file prior to eligibility
- Attribution is based on first qualified introduction or co-sell agreement
- Commission applies only to **first-year contract term revenue**
- Renewal and expansion revenue: governed separately (not included unless stated)
- Payments issued on a monthly or quarterly schedule after collection
- Contextral reserves final approval of attribution disputes

Intended Use: Strategic advisors, consultants, implementation partners, sales partners

How to Participate:

1. Contact Contextral at admin@contextral.com
2. Complete Channel Partner intake review
3. Sign the Channel Partner Agreement
4. Submit required tax and payment documentation (W-9)
5. Receive partner resources (deck, messaging, positioning guide)
6. Begin co-selling or introducing opportunities with Contextral

Tier 3 - Reseller Partner

For firms that actively resell, subcontract, or package Contextral as part of their own client offerings.

Contract Value	Typical Client Type	Commission	Max Payout
\$5k - \$25k	Small businesses, local nonprofits, small legal practices	10%	\$2,500
\$25k - \$75k	Mid-sized businesses, regional nonprofits, small educational institutions, small healthcare practices	8%	\$6,000
\$75k-\$150k	Large law firms, colleges, private schools, healthcare facilities, small municipalities/townships	6%	\$9,000
\$150k - \$300k	Mid-sized municipalities/counties, hospital systems, university departments, multi-office legal organizations	5%	\$15,000
\$300k+	Large cities, county/state agencies, university systems, enterprise healthcare networks, statewide archival or records modernization projects	4%	Custom Agreement

Terms:

- Requires signed **Reseller Partner Agreement**
- Requires W-9 and payment details on file prior to eligibility
- Reseller may receive **approved pricing, packaging, or discount structure**
- Attribution is based on **reseller-of-record designation**
- Commission applies to **first-year contract value only**, unless explicitly extended
- Renewal and expansion revenue handled under separate agreement (optional)
- Payments issued on a **monthly or quarterly basis after funds are received**
- Contextral retains final approval over attribution disputes
- Reseller may be designated as **primary commercial contact** where applicable

Intended Use: Managed service providers, Systems Integrators, IT consulting firms, government contractors

Key Difference from Channel Partner:

- May **sell Contextral services & products as part of a bundled solution**
- May have **pricing authority or margin structure**
- May act as the **primary contracting and billing intermediary**

How to Participate:

1. Contact Contextral at admin@contextral.com
2. Complete reseller qualification and review
3. Sign the Reseller Partner Agreement
4. Establish pricing, margin, or discount structure (if applicable)
5. Submit W-9 and payment onboarding details
6. Receive reseller enablement materials
7. Begin selling or bundling Contextral within your offerings