

# Xero co-op marketing funding guide

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# Welcome

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Our aim is to help you grow your business by attracting new Xero clients, and providing even more value for your existing clients along the way. We may be able to help cover some of the costs of promoting Xero to future clients from our partner marketing fund. This document outlines the eligibility criteria, the kind of things we may fund, and how to apply.

## Related documents

When you're doing any co-branded marketing, make sure you also consult the:

- [Xero partner marketing guide: Making the most of your marketing](#)
- [Xero partner branding guidelines](#)

The [Xero partner toolkit](#) and [Xero U education](#) contain lots more marketing resources.

## Using the Xero brand

When you use the Xero brand on promotional material it reflects on our business as well as yours. Please follow the [Xero partner branding guidelines](#) when choosing the size, clear space and colour of logos, badges and ribbons; and seek our approval of any use of the Xero logo, partner badge or certification ribbons.

## Get in touch

If you can't find the answers you need here, please contact your Xero account manager or email [asia.partner@xero.com](mailto:asia.partner@xero.com)



# About the Xero co-op marketing fund

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## Available to Xero-certified silver, gold or platinum partners

We'll support you with marketing funds to generate new Xero clients via a wide range of activities. Funds are only available to initiatives that have clear objectives, target potential Xero clients and produce measurable results. We're happy to provide guidance on your marketing, but cannot create or coordinate your plans.

We'll contribute to marketing activities that are beyond business-as-usual. They need to be related specifically to Xero and not mention other accounting software. A Xero partner badge needs to be included in all ads and promotional material, and be used in line with our guidelines (see the [Xero partner branding guidelines](#)). Note that the Xero logo may not be used by itself.

## How much will Xero contribute?

Silver partners can apply for up to US\$200 reimbursement every quarter for organising Xero-themed client events with at least 10 attendees. Gold and platinum partners enjoy a dollar-for-dollar contribution of up to US\$5,000 every 12 months. The 12-month period starts when you reach gold or platinum status, or for existing Xero gold and platinum partners, at the beginning of the financial year, 1 April.

You'll need to cover all remaining costs. You can use the fund for one or multiple activities.

## What activities will we help fund?

There are lots of activities we might help fund. Check out the options on the following pages and start grabbing some attention.

## What's not covered

Just to be clear – here's the stuff not covered by the fund:

- accommodation and travel to and from events
- sports branding, such as race cars, yachts, and uniforms
- sponsorship of local sports teams, athletes and events
- sponsorship of charity initiatives or events
- [business-as-usual items like business cards, stationery and work uniforms]
- telemarketing or the purchase of prospect lists
- search engine optimisation and search engine marketing campaigns
- online business directory listings including yellow pages
- generic branding or advertising that doesn't specifically reference Xero
- ads that offer services not directly connected to Xero
- anything that mentions or promotes other accounting software providers



## Advertising

Activity	We can help fund...	Your activity must...	We won't help fund...
<b>Digital &amp; social</b>	<ul style="list-style-type: none"> <li>targeted LinkedIn or Facebook advertising</li> <li>digital billboard advertising</li> </ul>	<ul style="list-style-type: none"> <li>include a Xero partner badge</li> <li>include a call to action to visit <a href="http://www.xero.com">www.xero.com</a></li> <li>promote the benefits of Xero</li> </ul>	<ul style="list-style-type: none"> <li>Google Adwords</li> <li>search engine optimisation (SEO)</li> </ul>
<b>Newspaper &amp; magazine</b>	<ul style="list-style-type: none"> <li>local newspapers</li> <li>community newsletters or industry publications</li> </ul>	<ul style="list-style-type: none"> <li>include a Xero partner badge</li> <li>include a call to action</li> <li>promote the benefits of Xero</li> </ul>	<ul style="list-style-type: none"> <li>yellow or white pages business listings</li> </ul>
<b>Radio</b>	<ul style="list-style-type: none"> <li>all advertising</li> </ul>	<ul style="list-style-type: none"> <li>include a call to action</li> <li>promote the benefits of Xero</li> </ul>	<ul style="list-style-type: none"> <li>ads that mention other accounting software providers</li> </ul>
<b>TV</b>	<ul style="list-style-type: none"> <li>all advertising</li> </ul>	<ul style="list-style-type: none"> <li>include a Xero partner badge</li> <li>include a call to action</li> <li>promote the benefits of Xero</li> </ul>	<ul style="list-style-type: none"> <li>ads that mention other accounting software providers</li> </ul>
<b>Editorial</b>	<ul style="list-style-type: none"> <li>content writing and placement costs</li> </ul>	<ul style="list-style-type: none"> <li>include a Xero partner badge</li> <li>promote the benefits of Xero</li> </ul>	<ul style="list-style-type: none"> <li>ads that mention other accounting software providers</li> </ul>

## Collateral

Activity	We can help fund...	Your activity must...	We won't help fund...
<b>Flyers</b>	<ul style="list-style-type: none"> <li>flyers and handouts promoting your services and Xero</li> </ul>	<ul style="list-style-type: none"> <li>include a Xero partner badge</li> <li>promote the benefits of Xero</li> </ul>	<ul style="list-style-type: none"> <li>flyers that mention other accounting software providers</li> </ul>



## Events

Activity	We can help fund...	Your activity must...	We won't help fund...
<b>Client events</b>	<ul style="list-style-type: none"> <li>· promotion and event costs</li> <li>· 50% of total catering costs (up to US\$30 per person)</li> </ul>	<ul style="list-style-type: none"> <li>· run for at least two hours</li> <li>· be attended by a minimum of 10 prospective Xero clients</li> <li>· record the names of prospective Xero clients and share them with us</li> <li>· include a 30-minute presentation by your Xero account manager</li> <li>· include Xero branding (such as a Xero poster or pull up banner)</li> <li>· and photos of the event must be provided to Xero afterwards</li> </ul>	<ul style="list-style-type: none"> <li>· drinks with colleagues and office parties</li> <li>· events your Xero account manager isn't present at</li> <li>· events with less than 10 prospective Xero clients</li> </ul>

## Signage

Activity	We can help fund...	Your activity must...	We won't help fund...
<b>Exterior office signage</b>	<ul style="list-style-type: none"> <li>· exterior signage that includes a Xero partner badge</li> </ul>	<ul style="list-style-type: none"> <li>· include a Xero partner badge</li> <li>· Xero partner badge must be between 20-25% of the total size</li> </ul>	<ul style="list-style-type: none"> <li>· signage with the Xero corporate logo</li> </ul>
<b>Vehicle signage</b>	<ul style="list-style-type: none"> <li>· signage that includes a Xero partner logo</li> </ul>	<ul style="list-style-type: none"> <li>· include a Xero partner badge</li> </ul>	<ul style="list-style-type: none"> <li>· signage with the Xero corporate logo</li> </ul>



# Accessing the partner marketing fund

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## 1 Are you a silver, gold or platinum partner and interested in applying for the partner marketing fund?

Read through these guidelines – it will make getting your application approved much easier – and take a look at the partner marketing guide on **how to make the most of your marketing.**

## 2 Apply for funding

Use the **online funding form** to apply for funding before you incur any costs. Do download and read the guidelines to make sure you meet the criteria. Please provide supplier quotes, drafts of your ads, scripts or other materials. We'll let you know if you're approved or declined via email within three working days.

## 3 Receive funding approval from Xero

If your application is successful, we'll send you an approval code and a fund reimbursement form.

Note: If your application is unsuccessful, we'll be in touch to explain why and offer alternatives.

## 4 Complete your activity

Remember to take photos if it's an event and provide a list of attendee names.

## 5 Complete the fund reimbursement form

Invoice us for the amount to be reimbursed and attach any invoices from your supplier, and a photo of the completed activity or event. Address your invoice to Xero (Singapore) Pte. Ltd.

## 6 Get reimbursed for up to 50% of the approved cost of your activity

Woohoo – money in the bank and a whole lot of new clients!

# The legal stuff

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## Staying within the law

All advertisements must comply with applicable laws and it is the partner's responsibility to ensure that all activities comply with these laws. Advertisements must not breach another person's copyright or other intellectual property rights.

## Promoting Xero

Any marketing activity that promotes Xero, or is funded in part or whole by Xero, needs to be Xero-specific and cannot mention other accounting software products. Xero branding must appear in all activities and needs to follow our brand guidelines.

## Your legal liability

Approval of an activity by Xero does not imply acknowledgment of legal compliance. If Xero is liable because of any unlawful partner marketing activities, the partner must indemnify Xero for all costs.

## Your responsibilities

You must ensure that any activities:

- do not bring Xero into disrepute
- are not misleading or deceptive in any way

## Funding subject to review

The partner marketing fund is subject to review by Xero and may be withdrawn or amended at any time without notice.

