

# Affiliates/Partners

## AFFILIATE TIERS

### Tier 1 - Recommended Affiliate

#### What the Partner Provides:

- Affiliate link or referral link
- Ability for JUS Official Services to promote their platform
- Optional partner discount or incentive (if available)
- Permission to publicly acknowledge affiliation
- Access to general affiliate resources

#### Benefits:

- Listing on recommended tools page
- Recognition as Recommended Affiliate
- Public acknowledgement of affiliation
- Opportunity to be introduced to relevant clients
- Visibility within curated resource sections
- Ability for us to publicly reference affiliation

#### Purpose:

Recommended Affiliates provide tools or services that may assist our clients in improving their professional positioning, creative output, or growth opportunities.

By becoming a Recommended Affiliate, your company contributes to the development of talented individuals seeking resources to help them reach their goals.

### Tier 2 - Growth Affiliate

#### What the Partner Provides:

- Affiliate program access or referral partnership
- Referral tracking link
- Partner discount
- Promotional resources (logos, descriptions, etc.) that are easily understandable and accessible

- Ability for JUS Official Services to publicly reference partnership
- Consistent value alignment with growth-focused services

**Benefits:**

- Everything in Tier 1
- Enhanced placement within affiliate resources section
- Short company description listing
- Recognition as Growth Affiliate Partner
- Increased referral visibility when appropriate
- Consideration for inclusion in client resource recommendations
- Increased exposure among growth-focused clients

**Purpose:**

Growth Affiliate Partners provide tools or services that actively support the development of professional skills, creative growth, or business advancement.

These partnerships help provide our clients with resources that support long-term success.

**Tier 3 - Featured Affiliate**

**What the Partner Provides:**

- Established affiliate or referral partnership
- Consistent affiliate program availability
- Client discount opportunities & partner discount
- Promotional assets for accurate representation
- Alignment with professional development and growth tools
- Reliable tracking or referral structure

**Benefits:**

- Everything in Tier 2
- Featured placement within affiliate listings
- Recognition as Featured Affiliate Partner
- Affiliate profile paragraph or description
- Priority visibility in curated resource categories

- Increased visibility across relevant client resources
- Consideration for inclusion in educational content or guidance materials
- Eligibility for event collaboration consideration

**Purpose:**

Featured Affiliate Partners demonstrate strong alignment with the growth ecosystem supporting talented individuals.

These partners provide tools or opportunities that significantly contribute to professional development.

**Tier 4 - Strategic Affiliate**

**What the Partner Provides:**

- Long-term affiliate relationship (1-3 year term)
- Consistent referral program availability
- Client incentives when available
- Partner discount
- Client discount
- Ability for public affiliation acknowledgement
- Access to partner resources when available
- Tools or services that provide ongoing value to clients
- Alignment with long-term growth initiatives'
- Free products to use for promotional initiatives

**Benefits:**

- Everything in Tier 3
- Priority affiliate visibility
- Recognition as Strategic Affiliate Partner
- Eligibility for inclusion in onboarding resources when appropriate
- Enhanced ecosystem visibility
- Priority consideration for collaborative initiatives
- Increased integration within resource ecosystem

- Expanded public recognition opportunities

**Purpose:**

Strategic Affiliate Partners help strengthen the ecosystem supporting talented individuals.

These partnerships provide valuable tools that help clients expand their professional opportunities.

**Tier 5 - Founding/Centralized Ecosystem Affiliate**

**What the Partner Provides:**

- Long-term affiliate or referral relationship (3-5 year term)
- Consistent availability of referral tracking structure
- Client Incentives, Partner Discounts, Business Discounts
- Permission for public affiliation recognition
- Tools, services, or platforms aligned with professional growth
- Support of ecosystem development through affiliate collaboration
- Alignment with long-term growth objectives
- Free products to use for promotional initiatives
- Public affiliation acknowledgement on affiliate site

**Benefits:**

- Everything in Tier 4
- Recognition as Founding Ecosystem Affiliate
- Top placement visibility within affiliate ecosystem
- Recognition as early ecosystem contributor
- Priority inclusion within major resource categories
- Expanded public recognition opportunities
- Priority consideration for long-term collaboration opportunities
- Strong visibility among growth-focused clients

**Purpose:**

Founding Ecosystem Affiliates help establish a strong foundation for long-term growth opportunities for talented individuals.

These partners contribute meaningful resources that help creatives maximize their potential.