



GUIDEBOOK

Partner Program

Together, We Can Delight Our Customers.

Welcome to Toast's Partner Program! Our partners and integrations are helping us build the most powerful restaurant ecosystem in the world. We consider you an essential ingredient in our customers' success, and it's why we're thrilled to have you on board.

Our Partner Program is designed to connect current and future Toast customers with best-in-class solutions for growing their business. Thousands of visitors to the Toast website inquire about our partners and integrations each month as they consider solutions to add to their restaurant technology stack. Working together with our partners, we're able to provide more value and help restaurants thrive.

In this guide, you'll find an introduction to Toast's Partner Program — a recipe for delighting our customers together.

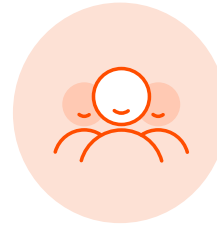
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Partner Program at a Glance

Our tiered program is designed to serve up distinct benefits at each level of partnership. Perks and collaboration opportunities include increased access to the following.



Build Relationships with Our Sales Team

Co-sell with Toast's national field and inside sales team as well as Toast's Restaurant Success Team.



Participate in Toast Events

Increase your visibility to Toast customers and prospects with a Food for Thought sponsorship.



Develop Unique Content

Co-create case studies featuring mutual customers or get featured in our customer newsletter.



Increase Your Brand Awareness

Collaborate on thought leadership content and amplify that on social.

Partner Levels & Benefits

All Toast partners are extended Member benefits. For partners looking to accelerate their growth with Toast, we provide increased access to Toast marketing and sales for silver and gold partners.

Partner Benefits	All Partners	Silver Partners	Gold Partners
Listing with logo in Toast Partner Directory	X	X	X
Opportunity to mention Toast in your press release pending required Toast approval	X	X	X
Partner Hub access, collateral, and training	X	X	X
Access to Toast Sales Team, increasing at each level	X	X	X
Your product slides and sales directory shared with Toast Sales Team	X	X	X
Dedicated Partner Manager		X	X
Preferred placement in Toast Partner Directory		X	X
Attend monthly partner office hours with Toast Sales Team		X	X
Genius Tip text message with link sent to Toast Sales Team		X	X
A discount on a Food For Thought event sponsorship		X	X
Free passes to Food For Thought events annually (limit 1 per event)		2 passes	4 passes
Amplifying partner content that features Toast on social		X	X
Participate in a Sales Product Training for 30 minutes			X
Interview on The Dough, our weekly sales podcast			X
Mention in monthly Toast customer newsletter			X
Case Study of mutual customer			X
Opportunity to collaborate with Toast Content			X
Ability to collaborate with us on social, including amplifying assets we develop together			X

How to Earn Benefits

Refer restaurants to Toast

If partner referrals convert into held product demonstrations with an appropriate Toast sales representative, you will be able to earn silver and gold partner benefits. These demos are tallied by each location count monthly. A single-unit restaurant that attends a Toast product demo counts as one demo. A three-location group counts as three demos.

Qualified referrals are:

- Restaurants based in the U.S.
- New leads who don't already have a scheduled Toast product demo with our sales team.

Refer a restaurant to Toast!

Once you submit a qualified referral, our sales team will reach out to learn more about the restaurant and schedule a demo.

<https://pos.toasttab.com/partners/refer>



Toast Partners

Partners who refer restaurant locations that result in fewer than 5 demos on average per month.



Silver Partners

Partners who refer restaurant locations that result in 5 or more demos per month.



Gold Partners

Partners who refer restaurant locations that result in 10 or more demos per month.

About Toast

Founded by Steve Fredette, Aman Narang, and Jonathan Grimm in 2013, Toast powers successful restaurants of all sizes with a technology platform that combines restaurant POS, front of house, back of house and guest-facing technology with a diverse marketplace of third-party applications.

By pairing technology with an unrivaled commitment to customer success, Toast helps restaurants streamline operations, increase revenue and deliver amazing guest experiences.

Toast was named to the 2019 Forbes Fintech 50, 2019 SXSW Interactive Innovation Finals, 2019 Forbes Cloud 100, and recognized as the third fastest-growing technology company in North America on the 2017 Deloitte Fast 500.

Learn more at www.toasttab.com.

