

2025

**TEAM-UP
PARTNERSHIP
PROGRAM**



DUG
TEAM-UP

Last Update: 1/23/25

TEAM-UP

Partnering with Dynamics User Group

Welcome to Team-Up, where Partners and ISVs can directly connect with their target audience within the Dynamics User Group (DUG) community. Team-Up Partners gain unparalleled access to a vibrant community of Microsoft Dynamics 365, Dynamics GP and Power Platform users, enhancing their visibility and brand recognition. This program offers a unique opportunity to engage with potential customers, gather valuable insights, and build lasting relationships. Plus, Partners benefit from exclusive discounts and offers tailored to their marketing goals!

DynamicsUserGroup.com/team-up



com·mu·ni·ty

ˌoʊˌk ʃ s ɪ r 5h ə
noun

a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.

WHAT CAN TEAM-UP DO FOR YOU?

Year-Round Exposure

With over 45,000 community members, Team-Up offers partners like you the opportunity for year-round brand exposure via our web, social & email platforms.

Exclusive Discounts & Priority Offers

Team-Up partners receive exclusive discounts on DynamicsCon & DynamicsCon Virtual sponsorships as well as priority for Local & Regional Meetup sponsorships.

Showcase & Spotlight

As a Foundation Team-Up Partner, Showcase your expertise via a webinar presentation and spotlight your company as a Partner Of The Month.

TEAM-UP PARTNERSHIP LEVELS

2025 Annual Commitment Pricing*



**2025 DUG
FOUNDATION
PARTNER**

**\$20,000
USD**

**Limited to 12
Calendar Year**




**2025 DUG
SUPPORTING
PARTNER**

**\$5,000
USD**

**Unlimited
Rolling 12 Months**

*The Foundation Partnership is an annual commitment following the calendar year. Partnership Prices will be prorated depending on start date. Supporting Partnership is only available as an annual membership and runs 12 months from the start date. TU pricing and benefits may vary year by year as DUG programs change to support community trends.

2025 DUG Team-Up Partnership Program Benefits

 BENEFITS	Foundation \$20,000 Limited to 12	Supporting \$5,000 Unlimited
Year Around Branding Visibility & Awareness		
Presentation: 60-minute live virtual Showcase Webinar with Q&A which can be educational and/or promotional presented by partner: <ul style="list-style-type: none">Marketed to DUG Community through web, social & email and recording posted to DUG YouTube,Includes registration leads list,Only 1 webinar hosted per month, webinar schedule selection in order of TU contract & payment receipt, first come, first served,	1/Year	
Partner Spotlight: Partner of the month feature story provided by partner (approved by DUG) posted to DUG web, email & social channels: <ul style="list-style-type: none">Includes a banner ad in monthly DUG Digest email,Partner being featured scheduled in order of TU contract & payment receipt, first come, first served,	1/Year	
Lead Generation: Self-service ability to access (24/7) and post your Company Directory Profile to Include trackable link and/or a lead capture form link on the DUG Team-Up web page which includes About, Products, Industries, Geographies, Video, PDF Document & Company Contact Info. (TU 2024: 1,600+ directory page views annually, 142 company profile page views/partner avg.)	✓	✓
Advertisement: Digital rotating banner ad with trackable URL provided by partner to DUG to be posted to all DUG Product Forums . (TU 2024: 500k+ forum page views annually, 121 ad clicks/partner avg.)	1/Quarter	
Visibility: Logo + link to Company Directory profile on DUGHUB home page. (TU 2024: 16k+ home page views annually)	✓	
Partner Expertise: Banner/tagline placement across your company logo in Company Directory Profile indicating product/service category or specialty designation approved by DUG.	✓	
DUG Digest: Partner logo with link to TU Company Directory Profile included in monthly DUG Digest email (45k+ members). (TU 2024: 100k+ email opens annually, 112 logo clicks/partner avg.)	✓	✓
LinkedIn Newsletter: Partner logo with link to TU Company Directory Profile included in monthly post. (TU 2024: 20k+ post views annually)	✓	✓
Welcome Message: Posted by DUG to social channels (24k+ followers) promoting your TU program enrollment.	✓	✓
Event Listing: Inclusion of one event (provided by partner) posted to DUG Events calendar each month.	12 Months	4 Months
Media Kit: Marketing materials & partner badge to promote your TU program participation.	✓	✓
Priority Offers & Discounts (Cannot be combined with other offers)		
Discount Code: Personalized to track your DynamicsCon customer event registrations.	15%	15%
Exclusive Discount: For DynamicsCon in-person event sponsorships.	15%	10%
Priority Offer: For DUG Local Meetup sponsorship opportunities when available.	1st Priority	2nd Priority
Priority Offer: Selection of DUG Regional Meetup sponsorship opportunities.	1st Priority	2nd Priority
Surprise Offers: Exclusive discounts or offers when available.	✓	✓

Year-Round Exposure

Lead Generation:

Have your logo displayed on the home page of [DUGHUB](#) - the one stop shop for all things DUG. Plus, robust profile pages include contact info, company info and more on [DUG's Partner Directory](#). Use trackable links or a lead capture form for lead generation.



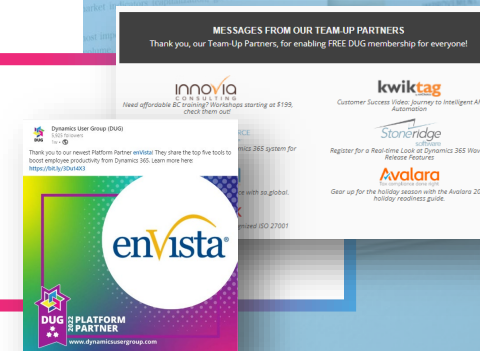
Advertisement:

Share unique content with a rotating banner ad on the [DUG Forums](#) landing pages which reach 50k+ page views/month on average.



Email & Social Platforms:

With over 45k+ email contacts and over 24k+ social channel followers, DUG helps your message reach your target audience with 112 avg clicks per email for each sponsor.



Exclusive Discounts & Priority Offers

Priority Offers:

Team-Up Partners will receive priority to sponsor Local and Regional [Meetups](#) which are free to attend, in-person meetings held around the world. Most meetings have an opportunity for sponsorship. Team-Up partners are given priority when sponsorship opportunities arise!



Discounts:

Discounts on [DynamicsCon](#) sponsorships plus a personalized coupon code for your customers to receive a discount on DynamicsCon registrations.



Surprise Offers:

DUG may create offers or discounts throughout the year exclusive to Team-Up Partners.



Showcase & Spotlight



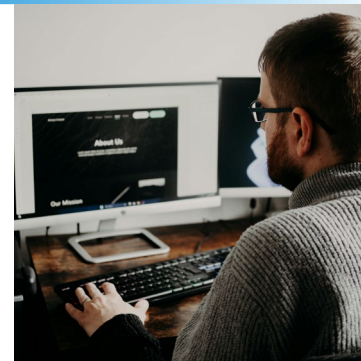
Partner Showcase Presentation:

Foundation level Team-Up Partners present a 60-minute session to showcase your products and/or services to the DUG community. This is an opportunity to demonstrate your company's expertise.

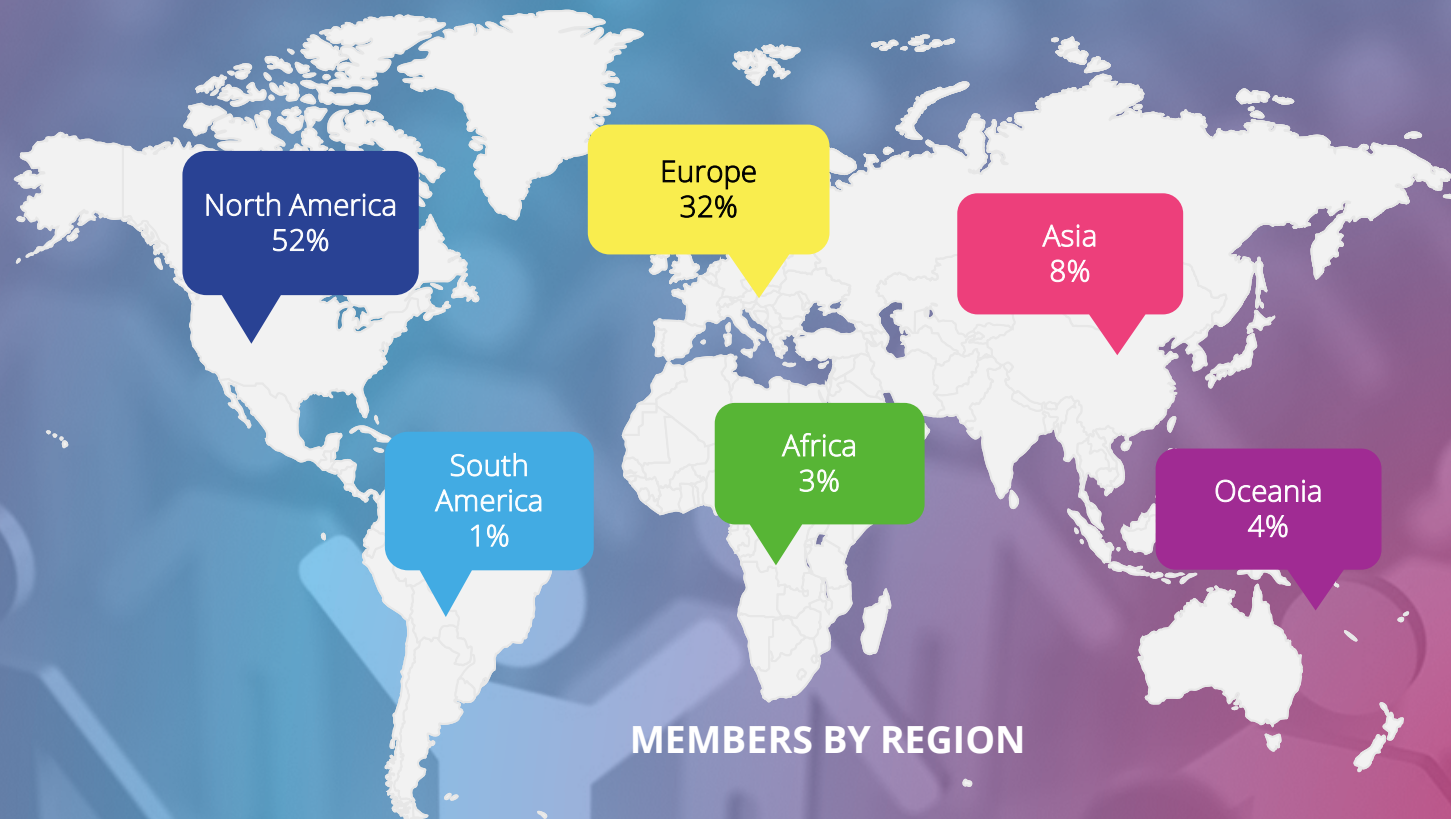


Partner Spotlight:

Each month, DUG will spotlight one Foundation Level Team-Up Partner via social & web plus receive a banner ad in the monthly DUG Digest email.



DUG'S REACH



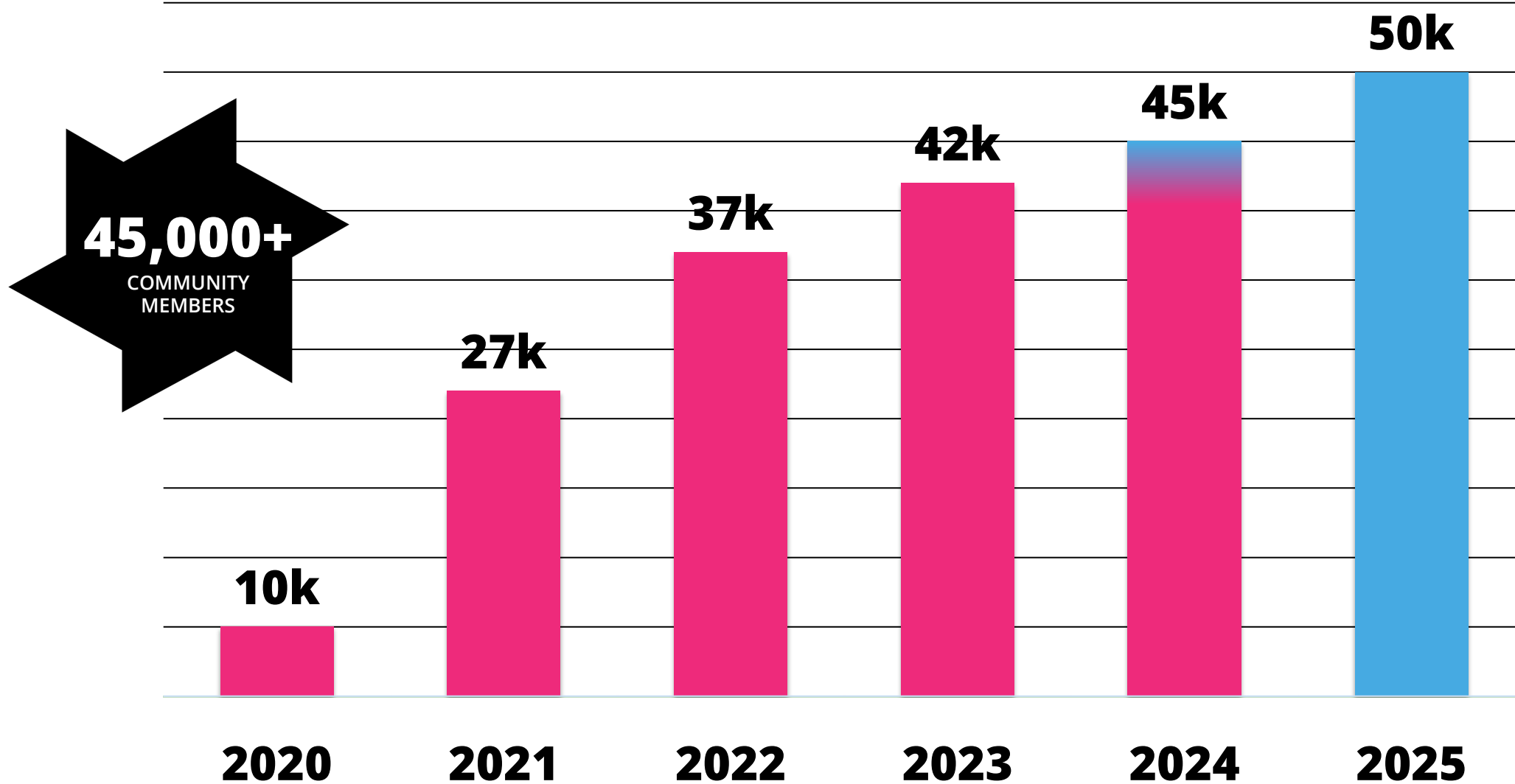
MEMBERS BY REGION

45k
MEMBERS

525k
YOUTUBE
VIEWS

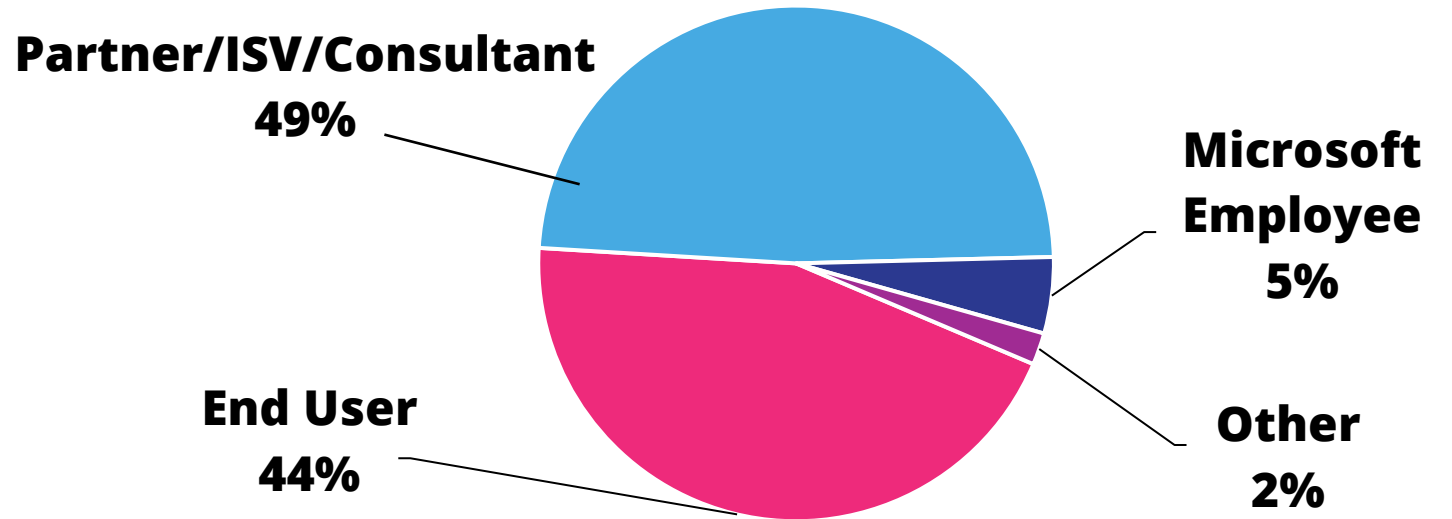
24k
SOCIAL MEDIA
FOLLOWERS

DUG COMMUNITY GROWTH



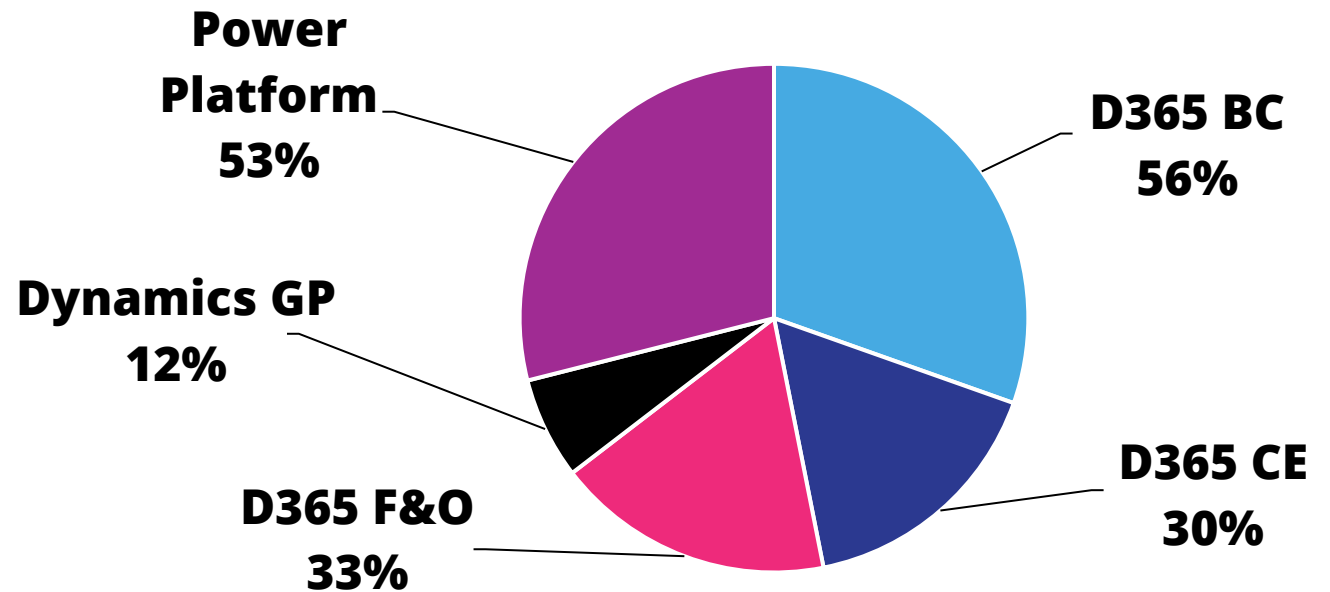
Member Demographics

RELATIONSHIP TO DUG COMMUNITY

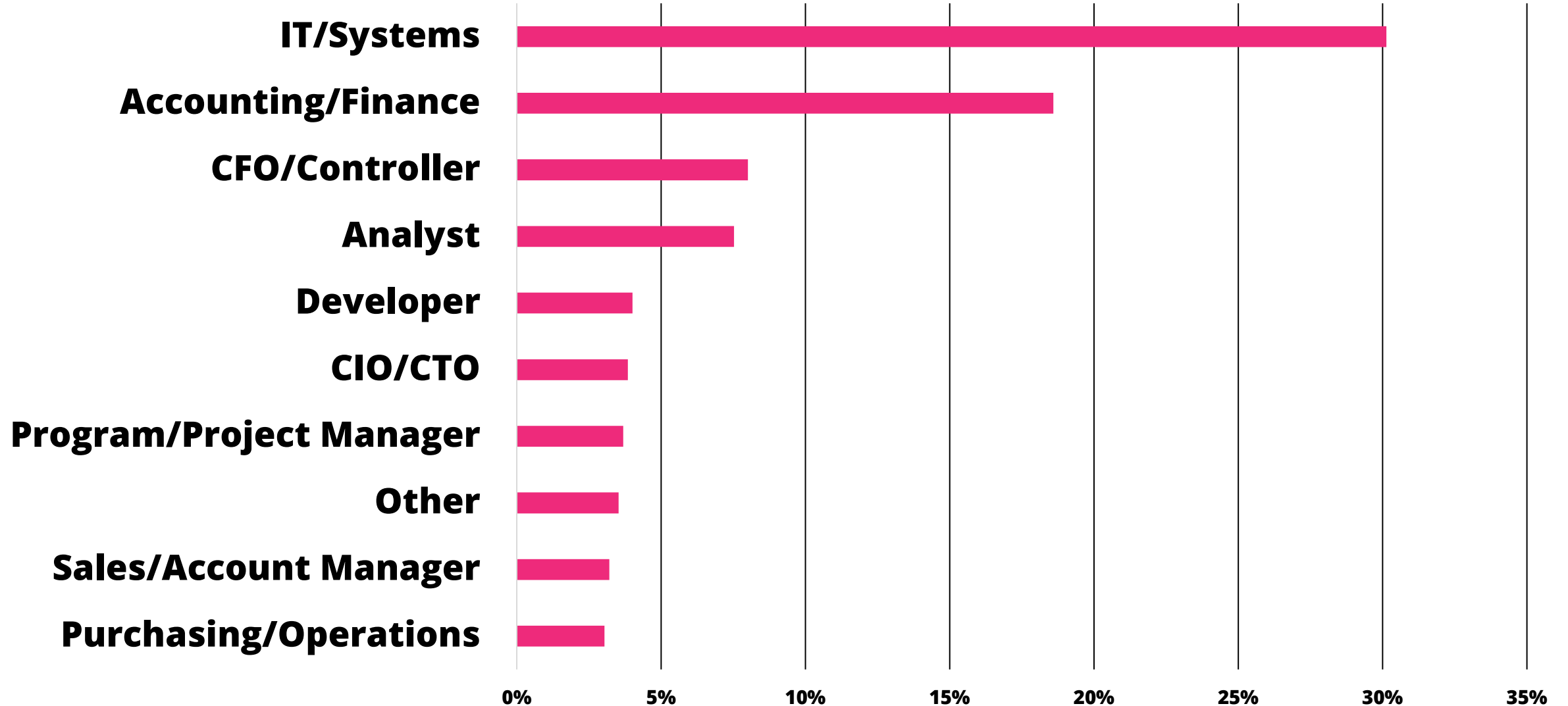


Member Demographics

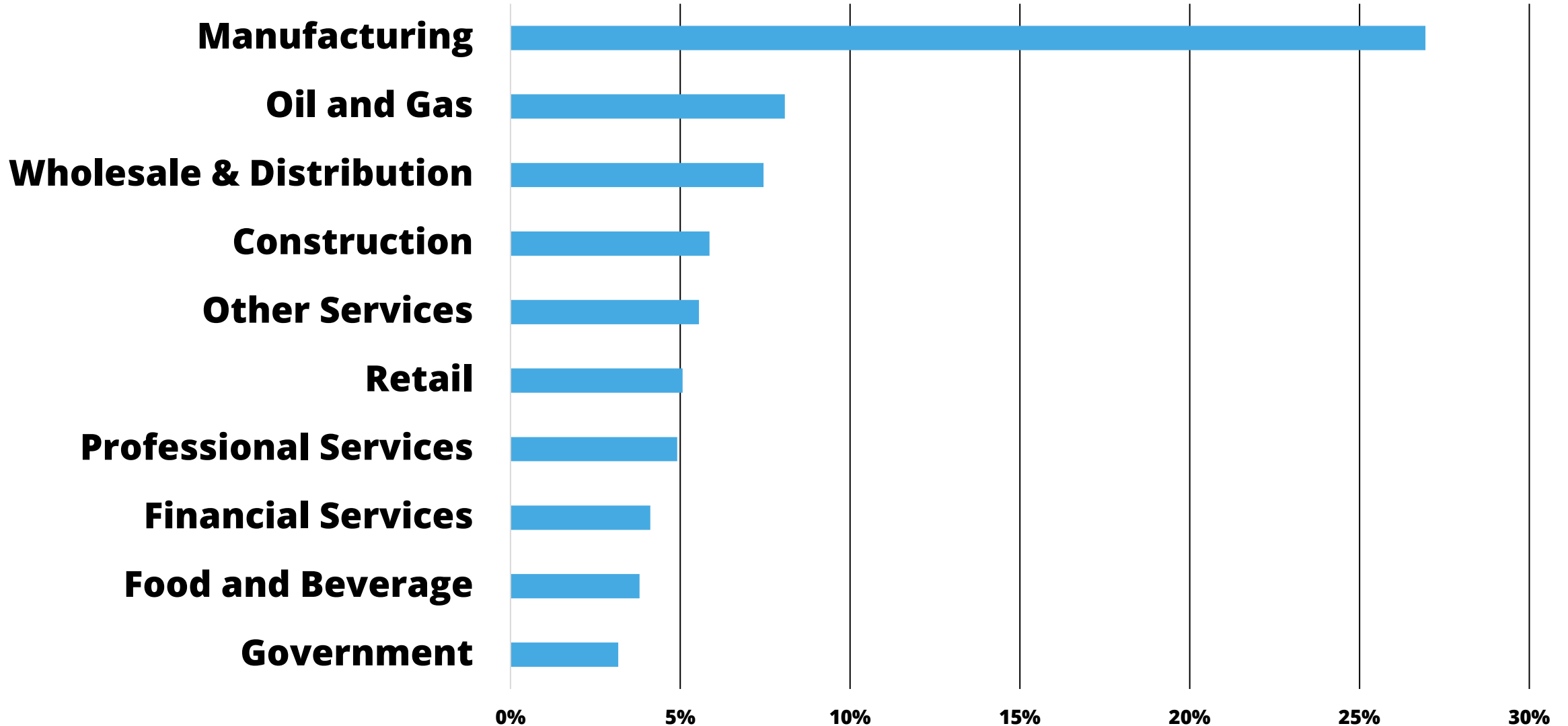
END USER BY PRODUCT(S) OF INTEREST



END USER TOP 10 JOB ROLES



END USER TOP 10 INDUSTRIES



Thank You 2024 DUGTEAM-UP Partners!





IT'S TIME TO TEAM-UP!

JOIN THE TEAM-UP PARTNERSHIP
PROGRAM TODAY!

DynamicsUserGroup.com/team-up

LET'S CONNECT!



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[Schedule A Meeting](#)

