



I. What is TribalValue?

TribalValue is a referral and marketing program offered by TribalHub that is designed to connect Native American enterprises, government and health facilities to suppliers that want to provide a unique value and offer to tribes through this program.

For suppliers of goods and services, it is an opportunity to gain new tribal customers through TribalValue referrals. For each tribe, TribalValue is the communication and information platform that creates a method for tribes to connect to uniquely valuable offers for products or services that are not available to them through any other platform.

For any supplier of goods or services, attempting to work completely on your own to attempt to connect with the 574 federally recognized tribes across the United States can be complicated, daunting and ineffective. With over 23 years of experience and contact data from tribes, TribalValue is able to communicate with targeted contacts from tribes to deliver meaningful information about the products or services being offered by our TribalValue partners.

II. Is my company a good fit for the TribalValue Program?

The TribalValue Program can be highly effective, but it is not necessarily a good fit for every supplier. Program success is always based upon a successful and engaged collaboration between the TribalValue team and suppliers team and resources. In order to be considered for the TribalValue Program a supplier must:

- A. Be able to create a unique offer of significant value to tribes for suppliers product(s) or service(s) that will ONLY be made available to tribes and ONLY through the TribalValue Program.
- B. Have a strategy to expand their customer base with more tribes and tribal enterprises, and be ready to have their own sales team members engaged and participating in the TribalValue Referral Program and associated marketing.
- C. Have a clean, positive and professional working history for any previous work with tribes.
- D. Be a TribalHub Associate member and have attended at least one TribalNet Conference & Tradeshow.
- E. Have an established work history with tribal governments, enterprises and/or health facilities.

All new TribalValue partners must not only meet the three requirements above, but they must first be approved by TribalValue. The value of any offer or opportunity presented by any supplier must be clearly worth the considerable effort that establishing each successful TribalValue Partnership requires.

III. What does it cost to become a TribalValue Program Partner?

TribalValue offers two distinct TribalValue Referral and Marketing Programs that have two different cost structures. Both offer great value for the services any partner will receive. The decision on the best TribalValue Program for any new TribalValue Partner will be a collaborative decision between

prospective partner and TribalValue. This will occur after the specific TribalValue opportunity or offer is defined by the prospective new partner. All TribalValue Program Partners are required to have and maintain an Associate TribalHub Membership (<https://www.tribalhub.com/tribalhub-membership/>). Additionally, each new TribalValue Partner is required to pay a one time setup fee of \$1500 to build and add their unique program to the TribalValue.com Portal, and must select one of the two programs below:

TribalValue BOOST Program: The BOOST program creates simplicity and a set known cost for potential new partners. The ***fixed annual cost is \$6000*** and the program marketing deliverables are clearly defined. Often the best choice for:

1. Suppliers or their products/services that are new to tribal market
2. Lower cost products/services
3. There are many established competitors of similar product/service

TribalValue Referral Commission Program: This program ***does not have pre-set marketing deliverables or any set fixed cost***. Partner will pay “a to be determined” and agreed to commission on all new referrals and/or new sales from referred customers under this program. For a new partner to qualify for this commission based program, the value of the partner defined TribalValue offer or opportunity must be clear and economically meaningful.

IV. What are the next steps for consideration as a TribalValue Program Partner?:

- A. Complete the “[TribalValue New Partner Request Worksheet](#)”
- B. If our initial discussions determine that TribalValue is or may be a good fit for your company and specific TribalValue offer/opportunity, the next steps would be:
 1. TribalValue and partner will complete a mutual NDA.
 2. TribalValue will send prospective new partner our standard TribalValue Agreement.
 3. Parties will work closely together to determine and decide on any unique details to each specific new partnership.
 4. Partner brand and specific TribalValue Program Offer is added to the TribalValue.com Portal.
 5. Program is officially launched.

Please submit any questions to both Michelle@TribalValue.com and Katie@TribalValue.com