

DOUBLE DOWN INCENTIVE | FAQ

Q: What is the Double Down Incentive?

A: Double Down is a new PowerUP partner incentive designed to reward partner sales representatives for registering and closing PIOs.

Q: Why did Cloudflare create the Double Down Incentive ?

A: To reward partners for what they do best, registering and closing partner-initiated opportunities.

Q: How is this different from the Cloudflare One Jumpstart Incentive?

A: There are several key differences:

- We added PowerUP Registered partner participation.
- We pay the partner sale representative instead of the partner company.
- We reward all PowerUP partner sales representatives for approved registered deals from March 9, 2026 to April 30, 2026.
- We reward all PowerUP partner sales representatives for eligible PIO deals that are closed-won by September 30, 2026.
- We added a Cloudflare One Bonus, allowing all PowerUP partner sales representatives to earn rewards based on eligible Cloudflare One deal registrations approved from May 1, 2026 to September 30, 2026 and closed-won by December 31, 2026.
- We added a Q1 Double Bonus, allowing PowerUP partner sales representatives to earn double rewards on eligible deal registrations approved from March 9, 2026 to March 31, 2026 and closed-won by September 30, 2026.

Q: Who is eligible to participate?

A: Cloudflare partner sales representatives of a participating PowerUP Registered or Powered+ Resell Route-to-Revenue partner in good standing, as defined in our [partner rules of engagement](#).

Q: Are there any deal qualifications?

A: Yes, deals must be registered and a minimum of \$40K USD in Annual Contract Value (ACV).

Q: How is the incentive earned?

A: This incentive is designed to reward partners across the entire sales cycle, from deal registration to closed-won. There are four ways to earn:

- **Q1 Double Bonus Payout:** PowerUP partner sales representatives can boost their payout by fast tracking their deal registrations. For deals submitted and approved from March 9, 2026 to March 30, 2026 and closed-won by September 30, 2026, the payout will be doubled.
- **Approved Deal Registration & Closed-Won Payout:** PowerUP partner sales representatives get rewarded for registering qualified opportunities. Registration must be submitted and approved between March 9, 2026, and April 30, 2026.

- **Closed-Won Deal Registration Payout:** PowerUP partner sales reps get rewarded for winning a deal. The deal must be closed by September 30, 2026, to secure your payout.
- **Cloudflare One Bonus Payout:** PowerUP partner sales representatives can extend their rewards by registering qualified Cloudflare One opportunities. To earn the Cloudflare One Bonus the deal registration must be approved between May 1, 2026 to September 30, 2026 and closed-won by December 31, 2026.

Q: What are the benefits of participating?

A: Maximize Profitability & PIO Payouts

- Partner Company: Earn PIO discounts to maximize profitability
- Partner Sales Representative: Register & close PIO deals to maximize reward payouts

Q: What is the incentive payout structure?

Payouts		Requirements	Deal Registration ACV: \$30,000+ USD	Closed-Won ACV: \$30,000+ USD
EXTENDED	Cloudflare One Bonus	Approved Registration: May 1 - Sept 30 & Closed-Won by December 31, 2026	\$500	\$3,000
Payouts		Requirements	ACV: \$40,000 - \$99,999 USD	ACV \$100,000+ USD
Approved Deal Registration		Approved March 9 - April 30	\$500	
Closed-Won Deal Registration		Closed-Won by September 30, 2026	\$2,000	\$3,000
Q1 Double Bonus		Approved Registration in March & Closed-Won by September 30, 2026	\$4,000	\$6,000

Q: How do partners get paid?

A: A The process for claim validation and payout follows these steps:

1. **Notification:** Eligible claimants (partner sales representatives listed on the deal registration) will be notified of the reward via email within 45 days of the end of the quarter in which an eligible deal is closed-won.

Note: Double Down claims reports will be run after April 30, 2026 for the approved deal registration payout, as well as after June 30, 2026, September 30, 2026 and December 31, 2026 for the closed-won deal registration, Q1 double bonus and CF1 bonus.

2. **Redemption:** The redemption email will include a link to the PowerUP incentive claims portal.

3. **Payment Methods:** Depending upon the recipient’s country of residence, redemption options may include receiving the reward via Amazon as an eGift card or via PayPal. The recipient must have a valid account established for the chosen redemption method.

4. **Deadlines:** Rewards must be claimed by the last business day of the quarter in which you were notified. Any rewards not claimed within that quarter will be forfeited.

Q: Can I stack the Q1 Double Bonus with the Approved Deal Registration and Closed-Won Deal Registration?

A: Yes, the Q1 double bonus and the approved deal registration and closed-won deal registration can stack on top of each other under the Double Down incentive.

Q: What else do partners need to know?

A: Only one (1) partner sales representative is eligible per deal registration and cannot be transferred to another employee should the claimant leave the participating Cloudflare partner company.

- The name and email address of the claimant (partner sales representative) must be included on the deal registration form at the time of submission.
- Public sector opportunities are eligible for the incentive provided the recipient partner is a bona fide agency (established commercial or selling agency) and attests that they have not engaged in any improper influence.

Q: Are there any restricted regions?

A: The Double Down incentive is a global partner incentive, excluding those in Russia, Qatar, Venezuela, Cuba, Iran, North Korea, Syria, the Crimea, Donetsk, Kherson, Luhansk, and Zaporizhzhia Regions of Ukraine.

Note: For details regarding eligibility in Italy, please consult your Cloudflare contact.

Q: Where can I go for help or more information?

- Program Page: In the [Partner Portal](#)
- [T&Cs: The official rules of the program](#)
- Support: Contact the PowerUP Team at partners@cloudflare.com