

Double Down | Terms & Conditions

• Qualifications

• Q1 Double Bonus Payout:

- The minimum deal size must be \$40K USD in ACV.
- The eligible deal registration must be submitted via the [partner portal](#), approved by Cloudflare between March 9, 2026 and March 31, 2026 and must be closed-won by September 30, 2026.

• Deal Registration & Closed-Won Payout:

- The minimum deal size must be \$40K USD in Annual Contract Value (ACV).
- The eligible deal registration must be submitted via the [partner portal](#) and approved by Cloudflare between March 9, 2026 and April 30, 2026.
- The eligible deal registration must be closed-won by September 30, 2026.

• Cloudflare One Bonus Payouts:

- The minimum deal size is \$30K USD in ACV.
- The eligible deal registration must be submitted via the [partner portal](#) and approved by Cloudflare between May 1, 2026 and September 30, 2026.
- The eligible deal registration must be closed-won by December 31, 2026.

- Claimant must be an employee of a participating PowerUP Registered or Powered+ Resell Route-to-Revenue partner in good standing, as defined in our partner [rules of engagement](#)

- **OR** for a Cloudflare selected group of partners the claimant must be an authorized representative from the eligible PowerUP partner company with the authority to provide the required payout information.

- 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.

- **OR** The incentive reward can only be paid to the partner company listed on the approved deal registered opportunity and cannot be transferred to another entity, PowerUP partner or authorized distributor.

- The name and email address of the claimant (partner sales representative) must be included on the deal registration form at the time of submission.

- **OR** Cloudflare selected partner companies will be notified of their pending reward via an email sent to the partner company's designated finance contact based on the company name included on the eligible deal registration form.

- Double Down is a global partner incentive and open to partners worldwide, excluding those in Russia, Qatar, Venezuela, Cuba, Iran, North Korea, Syria, the Crimea, Donetsk, Kherson, Luhansk, and Zaporizhzhia Regions of Ukraine.

- All rewards are the property of the Partner Company.

- Cloudflare bears no responsibility for internal distribution of funds.

• Tax and Customs Liability:

- Are the responsibility of the claimant employee or company.

• 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. Note: improper influence means any influence that induces or tends to induce a government employee or officer to give consideration or act regarding a government contract on any basis other than the merits of the matter.

● **Transaction, Opportunity & Deal Eligibility:**

- Transactions that include a distributor are eligible for partner payout, but distributors are not eligible for this incentive.
- MSSPs, professional services and consulting opportunities do not qualify for this incentive.
- Renewals and extensions are not eligible for this program.

● **Reward Notification & Redemption:**

- Claim validation, reconciliation and notification will be completed within 45-days of the end of Q2 fiscal 2026 (June 30), Q3 fiscal 2026 (September 30) or Q4 fiscal 2026 (December 31, 2026)
- Partner employees or select companies eligible for Double Down rewards will be notified of their pending reward via an email sent to the partner employee included on the deal registration form at the time of submission **OR** the selected company's designated finance contact based on the company name included on the eligible deal registration form.
- The email notification sent will contain information and a link to the PowerUP incentive claims portal, where they can provide the appropriate payment information.
- Depending upon claimant's country of business, redemption options may include receiving payment via PayPal or wire transfer.
- For details regarding eligibility in Italy, please consult your Cloudflare contact.
- The claimant must provide valid account information for them or their company.
- Eligible reward recipients have until the last business day of the quarter in which they are notified of their claim eligibility to claim their reward.
- Rewards not claimed within the claim eligibility quarter will be forfeited. Unclaimed rewards do not roll over and will not be reissued if the budget cap has been reached.

● **Personal Information:**

- By participating in the incentive, claimant hereby agrees to collection and use of their personal and company information
- All claimants acknowledge that they have read and accepted the Double Down Terms & Conditions and Cloudflare Privacy Policy.
- Required information that will be collected for each claim will include individual or company tax information per government requirements in the locale that the company resides.

● **Limitation:**

- Only the PowerUP partner listed on the approved deal registration is eligible for payment.

● **Program Revision Rights:**

- Cloudflare reserves the sole and absolute discretion to interpret, modify, or cancel this program and its Terms & Conditions at any time without prior notice. This includes, but is not limited to, the right to:
 - Determine the validity of any deal registration or claim.
 - Disqualify any partner or claim suspected of fraud, "gaming" the system, or violating the Partner Rules of Engagement.
 - Resolve any disputes regarding reward ownership or "closed-won" timing.

All decisions made by Cloudflare regarding reward eligibility and payout are final and binding.

● **Budget Cap and Reward Availability:**

- This incentive program is subject to a limited budget.
- Rewards will be issued on a first-come, first-served basis to qualifying opportunities that are closed-won, until the total budget is exhausted.
- Cloudflare does not guarantee reward availability once the budget cap is reached.

● **Partner Responsibility:**

- It is the responsibility of the claimant to confirm their company permits participation in incentive programs.