

Preferred Partner Guidelines

As a Preferred Partner, the standard package of \$25,000.00 includes one collaboration opportunity (standard). Premium options and additional marketing and advertising opportunities are available and are contracted at an additional cost. Please refer to your Statement of Work (SOW) for specific contracted services between your company and Nacha. No benefits convey before Nacha receives payment in full for the term designated in the SOW.

All deliverables that are to be made public (e.g., press release, dedicated Partner page, etc.) must be approved by Nacha and Partner prior to publication and may require more than one round of review. Once a deliverable has been requested, the Preferred Partner Program Director will email detailed instructions to the designated primary Partner contact.

Both parties are responsible for ensuring contractual obligations are met for each benefit. Any unused benefit outlined in the SOW will be forfeited with no refunds provided. All deliverables and associated promotions must be completed within the current contract term. **Due to the planning time required, the recommended deadline for submitting a request for a deliverable is a minimum of four months prior to contract expiration.**

Benefits

Nacha Preferred Partner Director

Every Partner is assigned a dedicated Program Director to ensure deadlines for contracted deliverables are met. The Program Director is the Preferred Partner's point of contact at Nacha throughout the term and is available for monthly check-in calls.

Website Inclusion/Promotion on nacha.org

There are three main ways that Preferred Partners are identified on Nacha.org:

- 1) **Dedicated Partner page:** Every Preferred Partner gains an exclusive page on Nacha's website that includes the following:
 - Partner's name/logo.
 - Partner's company description to include how Partner advances ACH payments and detailing strategic alignment with Nacha.
 - Partner's top three categories for its products/solutions.
 - Partner's web address (main web address and/or landing page).
 - Any approved Partner deliverables that are to be made public (e.g., news release).
- 2) **Nacha's Preferred Partner page (nacha.org/preferred-partners):** Partner will be listed with name, logo and Partner categories.
- 3) **Preferred Partner Search:** Every Preferred Partner will be included in the category search on the main Preferred Partner page for its top three category selections.

Use of the Preferred Partner Logo

The Program Director will provide the Nacha Preferred Partner logos and style guide for Partner's use. Partner may use the Nacha Preferred Partner logo as described in the style guide on its website, in sales collateral, press releases, papers, exhibit booth and/or company communications when demonstrating advancement/promotion of the ACH Network.

Use of the Nacha Preferred Partner logo must be approved in advance by Nacha. Partner should submit how it plans to use the logo to the Program Director for approval, which will not be unreasonably withheld.

The Preferred Partner logo cannot be displayed in a manner to lead the reader to presume that Nacha endorses a Partner's specific product. **Preferred Partners are prohibited from using the copyrighted main Nacha logo.**

Access to Nacha Subject Matter Experts (SME)

Nacha SMEs are available to consult with Partners in several ways, ensuring strategic alignment with Nacha:

- **Quick Questions about Nacha Rules:** Nacha SME is available to answer quick questions about Nacha Rules. Partner should submit the questions to the Program Director for review. The Program Director will determine the next steps depending on the request.
- **SME Guidance on Content Produced Outside of the Preferred Partner Program:** Nacha SME is available to consult on Partner's ACH content produced outside of the Preferred Partner Program (e.g. webinar, blog, website) and can help Partner ensure all facts/figures/messaging are most current and in alignment with Nacha.
- **Preferred Partner Contracted Deliverables***
 - SME Speaker for Preferred Partner contracted deliverables: Nacha SME will be provided to speak on contracted Partner deliverables such as webinars, podcasts, Q&A presentations for Partner staff, etc.
 - SME Guidance on content: Nacha SME will consult on contracted Partner deliverables (e.g. webinar, executive briefing) to ensure all facts/figures/messaging are most current and in alignment with Nacha.

*If contracted. See Contracted Deliverables and SOW for details.

Nacha Discounts

Preferred Partners are eligible for several discounts as a benefit of Preferred Partner status:

- **AAP and APRP Course Licensing at reduced rate:** Preferred Partners may apply for AAP/APRP course licensing at a reduced rate of \$75 per credit hour (a savings of \$20 per credit hour). Partners are encouraged to utilize this discount to submit qualifying Preferred Partner deliverables (e.g. webinar) for approval.
- **Nacha Consulting - 30-minute complimentary consultation:** Upon request, Preferred Partners receive a 30-minute complimentary consultation with Nacha Consulting. Learn more about ACH Advisory Services, ACH Assessments, Product Readiness, Payments Strategy, and Custom Education. Partner should reach out to Nacha Program Director for scheduling.
- **Phixius by Nacha - 30-minute complimentary consultation:** Upon request, Preferred Partners receive a 30-minute complimentary consultation with the Phixius team to learn about the program and how the Partner could benefit from being a part of the Phixius by Nacha payment information network that connects Data Requestors and Data Providers for account validation and other risk-based information. Partner should reach out to Nacha Program Director for scheduling.

Press and Promotion

- **Press Release for New Preferred Partners:**
 - **About:** Nacha will issue a press release announcing a new Preferred Partner and highlighting its strategic alignment with Nacha's goals to advance the ACH Network.
 - **Process:** Once the contract has been signed, Nacha will draft the Press Release using information provided by Partner. The Nacha Program Director will send detailed instructions by email, and Partners can fill out the [Information Form](#) to expedite the process. The Press Release must be approved by Partner and Nacha prior to release and may require more than one round of review before it is approved. The Press Release will not be scheduled for release until payment has been received by Nacha and cannot conflict with Nacha's calendar.
 - **Promotions:** The release will be published via a newswire service, placed on [nacha.org in the News section](#), and on the dedicated Preferred Partner webpage. Nacha will also promote the release on Nacha's social channels and include it in an upcoming Nacha member electronic newsletter. Nacha encourages the Partner to share/repost the release in its entirety. However, if the Partner wishes to promote Nacha's quote, they must obtain prior approval from the Program Director.
- **Milestone Social Media Posts:** Upon request, Preferred Partners reaching 5 or 10 years as a Preferred Partner receive a special milestone graphic and recognition on Nacha's social channels.

Branding at Smarter Faster Payments Conference

If Partner exhibits at the conference, Preferred Partner signage will be provided. The Partner's name and/or logo may also be included in other branding throughout the event, such as slides, the conference app, and shared on Nacha's social media channels.

Partner can, and is encouraged to, include the Preferred Partner logo in its exhibit booth design.

Inside Tips and Guidance for Getting Nacha Speaking Proposals Accepted

While topics and speakers for Nacha educational events (e.g., Smarter Faster Payments) are selected by independent committees, Preferred Partners have the opportunity to hear first-hand from the education staff on what heightens the chances of getting session proposals accepted. As a recognized Nacha Preferred Partner, you're already positioned as a trusted thought leader aligned with Nacha's goals to advance the ACH Network, so this special webinar can provide you with key insights to get your conference sessions considered.

Collaboration Opportunities (Standard)

The standard Preferred Partner package of \$25,000.00 includes one collaboration opportunity (standard). Partners should refer to their specific Statement of Work (SOW) to confirm inclusions.

Should Partner wish to collaborate on additional opportunities, they can be contracted at an additional cost as outlined in the descriptions below.

Descriptions of Deliverables

All deliverables shall be produced with the goal of advancing the ACH Network, and all subject matter must be reviewed and approved by Nacha in advance. All deliverables and associated promotions must be completed within the current contract term. Deliverables can take four months or more from initial request to execution; Partner should refer to the submission guidelines outlined in each deliverable to determine when to submit a request.

Nacha SME participating in Preferred Partner events will not give legal advice. Events cannot conflict with the Nacha calendar.

Option 1: Webinar (Partner-hosted) - \$5,000.00

About: Webinars provide Preferred Partners a forum for thought leadership and collaboration with a Nacha SME. Webinars should be focused on education and advocacy regarding the advancement of the ACH Network, while also showcasing product/service offerings or demonstration of payments expertise. Webinar and all associated promotions must occur within the current contract term.

Promotions: Webinar promotions are tailored to your choice of target audience from Nacha's network of end users, financial institutions, legal/consultants, and providers/fintechs. Preferred Partner webinars typically attain 180-450 registrants per webinar.

➤ **Marketing channels for promotions:**

- Newsletter - Promotional content and graphics generated by Partner will be included in Nacha's member electronic newsletter.
- Social media - Promotional content and graphics generated by Partner will be posted on Nacha's social channels including LinkedIn, Facebook, and X.
- Dedicated Email - Promotional content and graphics generated by Partner will be included in a dedicated email to your choice of target audience from Nacha's network of end users, financial institutions, legal/consultants, and providers/fintechs.
- Nacha.org – If provided by Partner, the link to the webinar recording will be posted on Partner's Nacha webpage.

Format: Webinar will be hosted live by Partner on their platform of choice (e.g., GoToWebinar, Zoom). Webinars are generally 40-50 minutes in length and occur in a formal presentation format. Partner should provide a Moderator to manage items such as introductions, slides, and audience questions. Speakers outside of Partner company must be approved by Nacha.

How to submit a webinar request: Partner should submit webinar topic, potential speakers, and projected webinar date to Nacha Program Director for review and approval; request must be received no later than three months prior to projected webinar date, and no later than three months prior to expiration of current contract term.

AAP and APRP Course Licensing: Attendees of Preferred Partner webinars frequently ask whether the webinar applies for AAP/APRP credit. Partner is encouraged to submit the webinar for approval at the discounted Preferred Partner rate:

- Preferred Partners may apply for AAP/APRP course licensing at a reduced rate of \$75 per credit hour (a savings of \$20 per credit hour.). For more information and instructions, Partners should reach out to the Program Director.

Additional Instructions: Once scheduled, Nacha Program Director will send detailed instructions and a project schedule by email.

Option 2: Podcast - \$5,000.00

About: Payments SmartCast provides a venue for Preferred Partners to be featured with a Nacha SME and be seen as thought leaders and experts while advancing the ACH Network. Podcasts allow for a deeper discussion into content areas. Podcast and all associated promotions must occur within the current contract term.

Promotions: Podcast promotions reach Nacha's network of end users, financial institutions, legal/consultants, and providers/fintechs. Nacha's podcast channel has had more than 11,500 downloads since its launch in November 2020, with Preferred Partner podcasts seeing up to 350 downloads per episode.

➤ **Marketing channels for promotions:**

- Nacha.org - The link to the podcast will be posted on Partner's Nacha webpage.
- Newsletter - Promotional content and graphics generated by Partner will be included in Nacha's member electronic newsletter.
- Social media - Promotional content and graphics generated by Partner will be posted on Nacha's social channels including LinkedIn, Facebook, and X.
- Blog - Nacha will write a complementary blog.

Format: Podcasts should be 20 minutes or less and occur in a pre-recorded, conversational and question-and-answer format. Nacha will provide a Moderator for the discussion.

How to submit a podcast request: Partner should submit podcast topic, potential speakers, and projected release date to Nacha Program Director for review and approval; the request must be received no later than four months prior to projected release date, and no later than four months prior to expiration of the current contract term.

Additional Instructions: Once scheduled, Nacha Program Director will send detailed instructions and a project schedule by email.

Option 3: Rules Update – Virtual Presentation to Partner Staff - \$5,000.00

About: If mutually agreed upon by Nacha and Partner, and as availability allows, a Nacha SME will give a virtual presentation to Partner staff. The presentation can include industry and Nacha Rules updates, forecasting and Q&A.

Format: Virtual presentation will be an hour or less in duration and will be hosted by Partner on their platform of choice (e.g., GoToWebinar, Zoom). The event should not exceed 45 attendees

unless otherwise agreed. Attendees should be employed by Partner company. Nacha SME will not provide legal advice.

Promotions: Partner is responsible for inviting staff members to the event.

How to submit a request: Partner should submit the request including the topic for Nacha SME to cover, anticipated number of attendees, and date of event to Nacha Program Director for approval. The Program Director will check Nacha calendar and SME availability. The request must be received no later than two months prior to the date of the event, and no later than two months prior to the expiration of the current contract term.

Additional Instructions: The presentation must take place during the current contract term and cannot conflict with the Nacha calendar.

Option 4: Nacha Representative to speak at Partner Event - \$5,000.00

About: If mutually agreed upon by Nacha and Partner, and as availability allows, a Nacha representative may be made available to speak at an event hosted by Partner (e.g., user conference, board meeting, or for Partner's prospects or employees). The presentation can include industry and Nacha Rules updates, forecasting and Q&A.

Promotions: Partner is responsible for promoting the event, including inviting constituents to the event.

Format:

- **Virtual:** If virtual, presentation to be hosted by Partner on their platform of choice (e.g., GoToWebinar, Zoom).
- **In-Person:** If in-person, Partner will cover the Nacha SME's pre-approved travel expenses. In-person events should take place in the U.S. unless otherwise agreed.

The event should not exceed 45 attendees unless otherwise agreed. Nacha SMEs participating in Preferred Partner events will not give legal advice.

How to submit a request: Partner should submit the request including type of event, topic for Nacha SME to cover, anticipated number of attendees, and date of event to Nacha Program Director for approval. The Program Director will check Nacha calendar and SME availability. The request must be received no later than four months prior to the date of the event, and no later than four months prior to the expiration of the current contract term.

Additional Instructions: The event must take place during the current contract term. Payment must be received prior to official confirmation from Nacha. Events cannot conflict with the Nacha calendar.

Collaboration Opportunities (Premium)

Premium options and additional marketing and advertising opportunities are available and are contracted at an additional cost as outlined in the descriptions below. Partners should refer to their specific Statement of Work to confirm inclusions.

Descriptions of Deliverables

All deliverables shall be produced with the goal of advancing the ACH Network, and all subject matter must be reviewed and approved by Nacha in advance. All deliverables and associated promotions must be completed within the current contract term. Deliverables can take four months or more from initial request to execution; Partner should refer to the submission guidelines outlined in each deliverable to determine when to submit a request.

Nacha SME participating in Preferred Partner events will not give legal advice. Events cannot conflict with the Nacha calendar.

Option 1: Executive Briefing - \$7,500.00

About: The Executive Briefing is an under three-minute read for payments professionals with a title of Vice President or higher. Briefing content should provide senior executives with the latest information on important topics, such as market trends/strategic initiatives, data/insights to make informed decisions, address challenges facing the industry and discuss potential solutions. Briefing should highlight how the Partner advances the ACH Network.

Promotions: Executive Briefing promotions reach Nacha's network of end users, financial institutions, legal/consultants, and providers/fintechs.

➤ **Marketing channels for promotions:**

- Nacha.org - The link to the Executive Briefing landing page (hosted by Partner) will be posted on Partner's Nacha webpage.
- Newsletter - Promotional content and graphics generated by Partner will be included in Nacha's member electronic newsletter.
- Social media - Promotional content and graphics generated by Partner will be posted on Nacha's social channels including LinkedIn, Facebook, and X.

Format: The format is akin to a brief front-page news story that succinctly describes the issue and solution with link for additional information. It should be concise, well-organized and cover the most important and relevant facts and solutions to grab the key decision makers' interest. The Executive Briefing should not exceed 750 words.

How to submit a request for Executive Briefing: Partner should submit Executive Briefing topic/content outline and potential publishing date to Nacha Program Director for review and approval. The request must be received no later than three months prior to the publishing date, and no later than three months prior to the expiration of the current contract term.

Additional Instructions: Executive Briefing to be written by Partner with consultation from Nacha SME to ensure strategic alignment with Nacha. Publishing date and associated promotions must occur within the current contract term. Once confirmed, Nacha Program Director will send detailed instructions and project schedule by email.

Option 2: White Paper - \$10,000.00

About: The White Paper is written for industry professionals, experts and practitioners who need in-depth information and analysis or who are responsible for making strategic decisions. The Paper educates and advocates for the use of the ACH Network. The White Paper should:

- *Educate and Inform:* Provide detailed information on a particular topic or issue.
- *Persuade:* Present arguments and evidence to convince the audience of a particular viewpoint.
- *Support Decision-Making:* Offer insights and data that help stakeholders make informed decisions.
- *Establish Authority:* Demonstrate expertise and thought leadership in a specific field or industry.

The Paper may include the Partner's solutions and should showcase how it furthers the ACH Network.

Promotions: White Paper promotions reach Nacha's network of end users, financial institutions, legal/consultants, and providers/fintechs.

- **Marketing channels for promotions:**
 - Nacha.org - The link to the White Paper landing page (hosted by Partner) will be posted on Partner's Nacha webpage.
 - Newsletter - Promotional content and graphics generated by Partner will be included in Nacha's member electronic newsletter.
 - Social media - Promotional content and graphics generated by Partner will be posted on Nacha's social channels including LinkedIn, Facebook, and X.

Format: The Paper should include a title, executive summary, introduction, description of the problem, hypothesis of the solution, example of a company/industry that uses that solution to achieve results, and a conclusion. Also included could be a detailed description and understanding of potential challenges and opportunities on the subject. The Paper should not exceed 1,500 words.

How to submit a request for White Paper: Partner should submit White Paper topic, Outline draft, and potential publishing date to Nacha Program Director for review and approval. The request must be received no later than three months prior to the publishing date, and no later than three months prior to the expiration of the current contract term.

Additional Instructions: The White Paper will be written by Partner with consultation from a Nacha SME to ensure strategic alignment with Nacha. Publishing date and associated promotions must occur within the current contract term. Once confirmed, Nacha Program Director will send detailed instructions and project schedule by email.

Option 3: Nacha Promotion of Partner Content or Event – Fee varies

About: If mutually agreed upon by Nacha and Partner, Nacha can promote Partner's ACH-specific content (e.g. white paper, executive briefing, etc.) or event (e.g. webinar, conference, etc.) produced outside of the Preferred Partner Program. Additional fees and a contract amendment will apply.

Promotions: Promotions are tailored to your choice of target audience from Nacha's network of end users, financial institutions, legal/consultants, and providers/fintechs.

➤ **Available marketing channels for promotions:**

- Newsletter - Promotional content and graphics generated by Partner can be included in Nacha's member electronic newsletter.
- Social media - Promotional content and graphics generated by Partner can be posted on Nacha's social channels including LinkedIn, Facebook, and X.
- Nacha.org – If provided by Partner, associated links to content or webinar recordings can be posted on Partner's Nacha webpage.

How to submit a request for Nacha Promotions: Partner should submit request to Nacha Program Director for review and approval. The request must be received no later than two months prior to the date for promotions, and no later than two months prior to the expiration of the current contract term.

Additional Instructions: Content must be in strategic alignment with Nacha and must be approved by Nacha in advance. Promotions must occur within the current contract term. Events and promotions cannot conflict with Nacha's calendar.

Option 4: Special Requests – Fee varies

About: If mutually agreed upon by Nacha and Partner, and as availability allows, Partner may make a special request to collaborate with Nacha in additional ways outside of the selections above. Additional fees and a contract amendment will apply.

How to submit a special request: Partner should submit request to Nacha Program Director for review and approval. The request must be received no later than four months prior to the expiration of the current contract term.