



Craft Partner Network

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Craft Partners Overview

Craft Partners help to match potential clients with agencies proficient in Craft. Prominently featured on craftcms.com, being a Craft Partner enables agencies to promote themselves and their Craft work to prospective clients. By becoming a Partner and pursuing Craft Verification, agencies can establish trust and proven success, making them stand out to businesses looking for Craft-related services.

Every Craft Partner receives a Partner Profile where they can exhibit some of their Craft work along with relevant information about their shop. Craft Partner profiles are managed through Craft ID allowing partners the ability to update their profile easily. Each profile has a call to action button enabling potential clients to reach out directly to your agency via a short contact form.

The minimum requirements for Craft Partners are:

- The completion of five sharable Craft CMS professional projects
- One full-time developer on staff or on-retainer
- Master Service Agreement or equivalent
- Registered as a business.

In addition to a partner profile, the Craft Partners provides opportunities for agencies to become Verified Craft shops. There are three levels of Craft Partner Verification – Craft Verified, Commerce Verified, and Enterprise Verified. Agencies who complete the verification process will receive Verified status badges on their Partner Profile and can also display these badges on their own web properties, in addition to other benefits.

Whether your agency is newer to Craft and looking to grow its Craft portfolio, or an established Craft shop looking for additional leads, being a Craft Partner helps to gain visibility and establish trust and authority in your agency.

Craft Partners Benefits

	Partner \$240/yr	Craft Verified Partner \$960/yr	Commerce Verified Partner \$2,400/yr	Enterprise Verified Partner \$9,600/yr
Profile Listing on craftcms.com	X	X	X	X
Project Gallery in Profile	X	X	X	X
Work with Button	X	X	X	X
Badge on Partner Profile and Agency Website		X	X	X
Access to Sales Help*		X	X	X
Preferred Search Result Placement		X	X	X
Direct Lead Eligible**		X	X	X
Quarterly Strategy Calls				X

*Sales help includes Pixel & Tonic feedback on project requirements, specific client questions, and calls with your agency and client. Please note that sales calls are subject to PT staff availability and current demand.

**Direct lead eligible means that your agency is eligible for leads that come directly to Pixel & Tonic. Distribution of the leads will be based on the client's objectives and specific known skill sets of verified agency partners. Commerce Verified Partners will have priority on Commerce leads and Enterprise Verified Partners will have priority on leads involving enterprise-level clients.

Becoming a Partner

If being a Craft Partner is something that would benefit your business, we've done our best to make becoming a Partner as simple as one, two, three.

Step One: Make sure your agency meets all the requirements to be a Craft Partner. These include:

- The completion of five sharable Craft CMS projects
- At least one full-time developer on staff
- Master Service Agreement or equivalent (if you don't have your own MSA, we highly recommend the [Bureau Standard Agreement](#) as a jumping off point)
- Registered as a business. Note: We love solo-ists, and you're certainly welcome here, we just ask that you're registered as a business entity to be listed in the Craft Partner Network.

Step Two: Complete the application. Currently, you can find the Craft Partners application [here](#).

Step Three: Pay \$240 listing and application fee.

Once we receive your application and payment, you will be notified within one week (usually faster) of your acceptance into the network. From there you will be able to populate and manage your listing via Craft ID.

Craft Verification

For agencies that have a strong track record of successful Craft projects and want to build trust with potential clients quickly, there is Craft Verification. Craft Verification means that we, Pixel and Tonic, have directly reviewed your code, interviewed your clients, and verified that your Craft projects are high quality and your clients are pleased with you. It also helps to further promote particular skill sets and specialties within the Craft Partner ecosystem.

Verified Craft Partners will receive:

- A specialized badge on their Craft Partner Profile
- Access to sales help from Pixel & Tonic
- Preferred search result placement within the Partner directory based on the type of verification
- Eligibility to receive direct leads from Pixel & Tonic
- Quarterly strategy calls with Pixel & Tonic (*Enterprise Verified only*)

Please note that Verification levels are *cumulative*. If you receive Craft Commerce Verification you are also Craft Verified.

To be considered a Craft Verified Partner, you must first become, and meet all the requirements of a Craft Partner. From there you can apply for verification status. The \$240 fee for your partner profile will be applied toward your Verification listing fee.

Verification Requirements & Costs

	Annual Listing Fee	Min. Professional Craft Hours*	Client References**	Min. Number of Full-Time Developers***	Project Reviews††
Craft Verification	\$960	2,000	2	1	1
Commerce Verification	\$2,400	2,000	3	1	1
Enterprise Verification	\$9,600	4,000	5	5†	2

*Minimum Professional Craft Hours: Professional hours are all hours put into learning/using Craft. Internal projects and non-paid work can count toward this requirement, as do PM time, design hours, strategy, etc. Note: 2000 hours is roughly 1 developer working full time on Craft for 1 year.

**Client References: We will reach out to your selected clients for their take on your agency's abilities and overall experience. Note: for Commerce Verification we will be looking for Craft Commerce references and for Enterprise Verification we will be looking for Enterprise client references. An Enterprise client is a brand/company with 200+ employees or \$50m+ in yearly revenues. Brands owned by large holding companies count toward this qualification. If you have questions, please ask.

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***Minimum Number of Full-Time Developers: We require that all Verified partners have at least one full-time developer on staff.

† Enterprise Developer Requirements: You may count full-time contractors toward this requirement or show a history of being able to reliably scale up to long-term development requirements quickly.

††Project Reviews: To become Craft Verified your agency will need to submit up to 2 projects for review. We will be looking for a project brief, scope of work, budget range, custom code example (if applicable), Twig templates, and anything else you'd like to show as an example of your best work.

Craft Partner FAQ

What does the "shareable" requirement mean?

All projects will show up publicly in your Partner Profile and you must be able to link to a public URL. This can be the actual live project, a GitHub repo, or a case study on your site, or some other public proof that helps a visitor verify your project work.

What counts as a "professional project?"

All paid work counts toward this requirement. All pro bono work for a registered not-for-profit organization counts toward this requirement. All plugins that you have released in the Craft Plugin Store count toward this requirement. Work done for your agency's own site can count for 1 of the 5 projects.

What is a Master Service Agreement (MSA)?

The goal of this requirement is to make sure that every Craft Partner uses signed agreements on all projects. An MSA "standardizes" common things that you require in all your client contracts such as IP rights, payment terms, any warranties you offer, overage charges, etc... If you don't have an MSA, we highly recommend using the [Bureau of Digital's MSA](#). It includes GDPR terms too.