

CONSENT FORM

Client Success Story and Web Announcement

Thank you for partnering with {Company Name}. It is a pleasure working with your organization and team.

When we begin a project or go live on an implementation with terrific clients, we like to start and finish with a web announcement/ testimonial/ success story. This is an opportunity for you to tell your story by explaining your values, challenges, and goals. By showcasing the positive results you have achieved, you not only educate your peers, but also establish your thought leadership in your area of work.

These documents (web announcement/ testimonial/success story) will be featured on our website and social media channels as well as in other promotional activities as a part of our client appreciation plan, helping you extend your brand.

This form outlines the different activities that we would like to work with you on. Please mark (☐) what you would be interested to participate in. Also, be assured that nothing will be published or shared before you have had a chance to review the documentation and request changes.

☐	Web Announcement: Issued to press and media to announce your partnership with {Company Name}.
☐	Testimonial: A quote on why you chose to work with {Company Name} and/or your experience working with {Company Name}, and/ or your expectations from the solution. This will be published on our website and used in marketing materials such as sales presentations.
☐	Usage of Logo: Using your logo on our website and marketing collateral like sales presentations, promotional material, etc.
☐	Decision Story: A short success story focusing on the factors that led to your decision of choosing to partner with {Company Name}.
☐	Reference Client: Speak at {Company Name} events and webinars, or third-party industry-events on your experience with {Company Name} and our offerings.
☐	Reference to Other Clients: Be available at your convenience and with prior appointment to share your experience of deploying {Company Name}'s offerings with other potential clients on request over phone, email, or face-to-face visit.
☐	Client Success Story: A document/story in written and/or graphical or multimedia formats describing your experience with {Company Name}'s offerings.
☐	Video Success Story: A video version of the client success story describing your experience with {Company Name}'s offerings.

Terms and Conditions

The following terms apply to all documentation created as per this form, including web announcements, client success stories, or testimonial advertisements.

1. The information that you share can be published in multiple media formats including:
 - a. Presentations
 - b. Word/PDF/HTML documents or as visual formats
 - c. Videos for web/ to be played at events/ inserted in presentations/ multimedia formats
 - d. Printed marketing communication collateral
2. {Company Name} (or its appointed agency) may interview, videotape, and record your designated employees and/or contractors to gather information to create the documentation. The requisite permissions from the employees and/or contractors whose quotes, names, or pictures appear in the document will be obtained by you, granting rights as described in this document.
3. {Company Name} may display your name, trademarks, service marks, logos, and other identifying information in the documentation, as approved by you during the review of the documentation.
4. Prior to the first public release of any form of documentation, we will obtain your approval of the final content. You agree to review the final content for factual accuracy and to prevent the inadvertent release of any confidential information. You also agree to provide {Company Name} with your approval or comments in writing within ten (10) business days of request from {Company Name}.
5. Except for any of your trademarks, service marks, logos, and other identifying information contained in the documentation, {Company Name} will own all copyrights to the documentation. You will have a nonexclusive, non transferable license to use and distribute the documentation solely for your own advertising and marketing efforts.
6. You and {Company Name} will have the right to publish, use, reference, and display the final, approved documentation, in whole or through unedited excerpts, in all forms of media now or hereafter known. The content of the documentation will not be altered without prior written consent from you and {Company Name}. Both {Company Name} and you agreed to stop distributing, publicly referencing, and displaying the documentation at any time upon written request from the other party.
7. By approving the final documentation, you release {Company Name} from any claims that may be made by the contractors, agents, and employees relating to the use of the material provided and included in the documentation.

Company Name:

{Company Name}

Address:

Address:

Signature:

Printed Name:

Title:

Date:

Signature:

Printed Name:

Title:

Date:
