



DOUBLE DIP with Net New Logos

Promotion ends 26 July 2025

To reward Partnerverse Program partners for sourcing net new Splunk customers, Splunk is offering a **Net New Logo Rebate on Qualified Splunk Bookings** (as defined below) to **qualifying Sell Motion partners** (“Sell Partners”) or **Manage Motion partners** (“Manage Partners”) that close Qualified Bookings (“Net New Logo Rebate”) on or before **July 26, 2025**. Additionally, this Net New Logo Rebate offers partners the opportunity to incentivise their sellers on sourcing and closing Splunk Net New Logos with the Splunk Portfolio. This offer includes an accelerator for competitive takeout.



Partner Acceleration Rebate

5% of final contract year Software Annual Recurring Revenue that meet eligibility



Additional 3% of final contract year SW ARR for competitive takeout that meet eligibility requirements**



Individual Seller Incentive Reward

5% of final contract year Software Annual Recurring Revenue that meet eligibility requirements capped*



Additional 3% of final contract year SW ARR for competitive takeout that meet eligibility requirements **

**Seller Reward capped at \$10k/Opportunity*

**Criteria and Eligibility Requirement:

- i. The Net New Logo Rebate/Reward is calculated based on Qualified Bookings between February 1, 2025 and July 26, 2025. Please check the 'Net New Logo Incentives Guide' on Splunk partner portal for more details.
- ii. Net new customer to Splunk are defined as customers who have never purchased from Splunk prior to eligible booking.
- iii. Open to Splunk Sell or Manage partners in the Partnerverse Program.
- iv. Deal must be partner sourced meaning that the partner found and progressed the opportunity through to closure.
- v. Opportunities for Manage Motion are single tenancy only. Partners in the Partnerverse Manage Motion are required to either report end customer account name in the order submission OR self-report end customer account name and country to their authorised distributor.
- vi. Public Sector customers are excluded from this campaign.

For detailed information around this campaign, please refer to the below documents:

[Net New Logo Incentives Guide](#)

[Deal Registration How-To Guide](#)

[Partnerverse Rebates How to Guide](#)