

# AVALARA PARTNER PROGRAM GUIDE

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# A message from Meg Higgins

SVP, Global Partnerships

Nearly 20 years ago, Avalara was founded as a partner-first company. Over the years, our vision has remained steadfast: we celebrate your growth as our collective success. And today we continue to be committed to our partner-first mentality, growing our business together, hand in hand.

When you partner with us, we'll work alongside you to unlock new opportunities, drive growth, and help build lasting relationships with your customers. We also recognize that every business is different, and one-size does not fit all when it comes to achieving your goals. That's why we've structured the Avalara Partner Program to offer a range of collaboration opportunities, so you can decide what works best for you.

We're committed to optimizing and streamlining the experience for our partners. From getting started with Avalara to referring customers, we are focused on making it easier than ever to do business with us. Thank you for putting your trust in Avalara - we are grateful for your partnership. On behalf of Avalara, we look forward to working together!

**Meg Higgins,**  
**Senior Vice President, Global Partnerships**



# Why partner with Avalara



## Drive profitable & sustainable growth

- Fit-for-purpose collaboration, based on your unique goals
- Comprehensive enablement tools and resources
- Impactful incentives that reward your engagement with Avalara



## Make it easier to do business with Avalara

- Flexible engagement opportunities
- Easy-to-navigate program structure
- Optimized digital experience through the Avalara Partner Portal



## Create peace of mind

- Robust integration ecosystem
- Comprehensive tax management solutions
- Solutions that help keep your customers and clients compliant and future-ready

# Avalara Partner Tier benefits

	PREMIER	PREFERRED	AUTHORIZED
<b>BUSINESS BENEFITS</b>			
Account management	●	●	●
Partner Portal access	●	●	●
Partner Engagement Desk access	<b>1 hour initial response</b>	<b>4 hour initial response</b>	<b>8 hour initial response</b>
Partner support	<b>1 hour initial response</b>	<b>4 hour initial response</b>	<b>8 hour initial response</b>
Executive sponsorship	<b>By invitation</b>		
Product roadmap briefings	●	●	●
Partner awards eligibility	●	●	●
Partner advisory board	<b>By invitation</b>	<b>By invitation</b>	<b>By invitation</b>
Avalara embedded solutions	<b>By invitation</b>	<b>By invitation</b>	<b>By invitation</b>
<b>MARKETING BENEFITS</b>			
Partner marketing management	●	●	
Co-marketing investment eligibility	●		
Market development funds	●	●	
Event sponsorship	●		
Lead generation programs	●	●	●
Thought leadership development	●		
Video customer success story development	●		
Partner solution webpage	●		
Marketing collateral and co-brandable assets	●	●	●
<b>TRAINING BENEFITS</b>			
Training and certification	●	●	●
Demo environment	●	●	●
Continuing professional education (CPE) credits eligibility	●	●	●

# Business benefits

## **Account management**

Partners are aligned with the partner account management team to help build your Avalara practice. They can help you with business planning, opportunity management, technical solution development, and more. Access is determined by your partner tier.

## **Partner Portal access**

The Avalara Partner Portal serves as the central hub for all partner program information, sales and marketing resources, as well as opportunity management and tracking. This includes access to co-marketing campaigns, incentive statements, and mobile friendly pages. You'll also find Avalara news, training, certifications, development tools, and more.

## **Partner Engagement Desk access**

The Partner Engagement Desk offers direct support to help you maximize your Avalara Partner Program benefits including support on portal navigation, assistance with opportunity registration, and guidance on co-branding Avalara assets and executing Avalara campaigns.

## **Partner support**

All Avalara partners can receive technical support, including:

- Dedicated, experienced support resources focused wholly on partners
- Management of partner escalations on behalf of mutual customers
- Support for both technical and non-technical questions regarding Avalara products, processes, and solutions

## **Executive sponsorship**

Eligible partners will have access to an Avalara executive sponsor, fostering deeper collaboration between partner organization leaders and the Avalara leadership team.

## **Product roadmap briefings**

Partners are invited to quarterly product webinars covering the latest in new product releases, integrations and key strategic updates from Avalara. These webinars are led by Avalara product experts and include implementation demonstrations as well as live Q&A.

## **Partner Advisory Board**

The Avalara Partner Advisory Board is a forum where select partners can foster deeper relationships with Avalara executives and leaders from other partner organizations. You can ask about product offerings and the market landscape, offer feedback on program successes and opportunities, and help guide Avalara partner strategy.

## **Partner awards**

The Avalara partner awards program is designed to recognize and celebrate the outstanding contributions of our valued partners. There are award categories to recognize and highlight top performers.

## **Avalara embedded solutions**

The Avalara Included program is designed to support eligible partners who would like to purchase and distribute certain Avalara solutions directly to their customers.

NOTE: Benefits are discretionary and will be prioritized based on available resources & partner commitment.

# Marketing benefits

## **Partner marketing management**

Partners who meet certain criteria are eligible to receive marketing support from an Avalara marketing expert dedicated to driving partnership success. This includes collaboration on marketing programs such as demand-generation campaigns, events, programs, and other marketing initiatives to help you meet your unique business objectives.

## **Co-marketing investment**

Co-marketing investment enables partners to join forces with Avalara to promote Avalara solutions available through the partner's platform. Eligible partners can work with Avalara partner marketing managers to develop a strategy and business case to achieve shared business goals.

## **Market development funds**

Market development funds (MDF) empower and enable partners to amplify marketing efforts and fuel business growth. Eligible partners gain access to funds that can be utilized for pre-approved activities to drive leads.

## **Event sponsorship**

Avalara offers event sponsorship opportunities based on partner eligibility, strategic business alignment, and funding availability.

## **Lead generation programs**

Avalara helps partners generate leads cost efficiently through access to demand generation offers including content syndication, social content, webinar programs and more.

## **Thought leadership development**

Avalara offers opportunities to co-author whitepapers, blogs, guides, and other publications to eligible partners.

## **Video customer success story**

Video customer success stories are a great way to showcase both partner and Avalara success. Select customers are featured, side-by-side with their partner, and invited to speak to their real-world success.

## **Partner solution webpage**

Select integrations will be featured on Avalara.com through a partner solution webpage.

## **Marketing collateral and co-brandable assets**

Partners will have access to Avalara marketing and sales assets that can be co-branded and customized with the partner message through the Avalara Partner Portal.

# Training benefits

## **Training and certification**

Avalara offers sales enablement training on Avalara solutions and services, including how to position Avalara to address your customers' and clients' unique challenges. Avalara also offers product implementation training and certification as an Avalara Certified Implementation Expert.

## **Demo environment**

Avalara partners can obtain free sandbox environments for testing and demos. Contact your Strategic Alliance Manager (SAM) for details.

## **Continuing professional education credits (CPE)**

Partners can access courses and receive continuing professional education credits (CPE) for many of our certified implementation training and Avalara for Accountants training. Only available for eligible partners and select courses.

# Interested in joining the Avalara Partner Program?

> [Apply today](#)

## Questions?

Contact the Avalara Partner Engagement Desk  
[partnerengagementdesk@avalara.com](mailto:partnerengagementdesk@avalara.com)

