

PARTNER REFERRAL AGREEMENTS CRIB SHEET

INTERNAL USE ONLY



OUR PARTNERS

Below is an overview of how we work with each of our partners, and the referral opportunities available to them for successful new leads or our long-term agreements with them.

NTIA

NDML pays the NTIA an **annual fee**, which incorporates membership for all NDML clients to the NTIA, and a working relationship with the NTIA for them to instigate referrals to us without any further cost.

BARBI Bristol

NDML pays BARBI an **annual fee**, which gives us access to communicate NDML products to their database, for attendance at events and for advocacy from BARBI without any further cost for referrals.



Best Bar None accredited venues receive a **5% discount on their policy** which is provided by NBS. Their accreditation MUST be verified with Best Bar None before discount can be applied.

We also offer a **£50 per policy referral fee** to Best Bar None regional schemes for any clients taken on board following a referral.

BIDs & 3rd Party Referrers

For any Business Improvement Districts (BIDs) or third party referrals, we can build a relationship with, we can offer a **£50 per policy referral fee** to the BID/Referral Partner for any clients taken on board following a referral. Subject to quantity & size of successful referrals, we could revisit this fee to further incentivise referrals for large & regular wins.



We have a referral agreement with the London Bartenders' Association in that when they have successfully referred **10 new clients to NDML, they will receive a commission of £1,000.**