

# WebsiteSpark Program Guide

Effective 1/1/2011

***Disclaimer***

*MICROSOFT MAKES NO WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, AS TO THE INFORMATION IN THIS DOCUMENT. Complying with all applicable copyright laws is the responsibility of the user. Without limiting the rights under copyright, no part of this*

*document may be reproduced, stored in or introduced into a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording, or otherwise), or for any purpose, without the express written permission of Microsoft Corporation.*

*Microsoft may have patents, patent applications, trademarks, copyrights, or other intellectual property rights covering subject matter in this document. Except as expressly provided in any written license agreement from Microsoft, the furnishing of this document does not give you any license to these patents, trademarks, copyrights, or other intellectual property.*

*© 2009 Microsoft Corporation. All rights reserved.*

*Microsoft and WebsiteSpark are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. All other trademarks are the property of their respective owners.*

## Contents

What is WebsiteSpark?.....	1
Program Overview .....	1
Program Structure and Roles .....	1
Why should I join WebsiteSpark? .....	2
Responsibilities .....	4
How do I join the Program? .....	4
How long can I participate in WebsiteSpark? .....	5
What is the Renewal Process? .....	5
How do I end my participation in the Program? .....	5
What happens after three years of participation in WebsiteSpark? .....	5
Benefits of working with a Network Partner .....	6
Benefits of working with a Hosting Partner .....	6
For Network Partners and Hosting Partners.....	7
Why should I join WebsiteSpark as a Network or Hosting Partner? .....	7
Miscellaneous .....	8
Notices to Microsoft .....	8
Additional Resources .....	8

### Appendix A: WebsiteSpark Technology Offering

*This Program Guide will be updated with program changes and important information.  
Visit the Microsoft® WebsiteSpark™ website at <http://www.websitespark.com> often to stay up to date.*

## What is WebsiteSpark?

### Program Overview

WebsiteSpark (the “**Program**”) is a new global program, designed by Microsoft to help small professional Web development and design service Companies and Individuals (both as defined in the Program Features section below) succeed, by providing new business opportunities through connections with global partners and customers, support and training, and software tools – at no upfront cost.

WebsiteSpark provides professional Web development and design companies and individuals with an innovative vehicle to get access to:

- **Business Opportunities:** Opportunities to expand their customer base and drive new business, by showcasing their capabilities and connecting with partners via the WebsiteSpark Partner Catalog and other Microsoft marketing and business networking vehicles.
- **Support and training:** Professional support from Microsoft and connections with WebsiteSpark Network Partners, Hosting Partners, and other Web developers and designers with complementary technologies or business models—an entire ecosystem that can provide a wide range of technical and business resources for every Web professional need.
- **Software and solutions:** Fast, easy, and immediate access to current full-featured Microsoft development tools and Web server production licenses at no upfront cost, to build, design and bring to market differentiated, innovative, and rich Internet sites.

### Program Structure and Roles

#### 1. Structure:

Basically, WebsiteSpark is primarily a sponsor-based program, with two levels of relationships:

- 2) **Network Partners** sponsor and support eligible *Web development and design Companies and Individuals (Web professionals)*.
- 3) **Hosting Partners** offer hosting services to *Web development and design Companies and Individuals*.

#### 2. Program Roles:

- **Champ:** A Microsoft employee or Microsoft representative working with Network Partners. Champs are responsible for contacting Network Partners, approving Network Partner enrollments, and managing the Network Partners during their participation in WebsiteSpark.
- **Network Partner:** An active member of the local software ecosystem engaged with small Web development and design service Companies and/or Individuals. Network Partners support software-based Web businesses, through hosting or other business services, technical and business advice, networking, mentoring, peer connections, or other resources and services.
- **Web Pro:** A small professional Web value-added services provider – whether a developer, designer, or IT generalist – whose primary business is developing and/or designing Web sites for its clients. A Web Pro may be a Company or Individual (please refer to Program features – Eligibility requirements section below).
- **Hosting Partner:** A designated Network Partner who offers hosting services to WebsiteSpark Web professionals, for websites they’ve developed/designed using WebsiteSpark technologies.

## For Web development and design Companies and Individuals (“Web Pros”)

### Why should I join WebsiteSpark?

1. Microsoft WebsiteSpark is designed to ignite the success of professional Web developers and designers by driving new business opportunities through connections with global partners and customers. WebsiteSpark also provides Web professional Companies and Individuals with Microsoft tools and hosting solutions, as well as the support and training they need. There is no upfront cost to enroll in Microsoft WebsiteSpark.
2. Microsoft WebsiteSpark offers Web development and design Companies and Individuals the opportunity to:
  - *Get Business Opportunities:* Get opportunities to expand your customer base and drive new business through showcasing your capabilities and connecting with partners, by featuring your talents in Microsoft marketing and business networking vehicles, which include, but are not necessarily limited to:
    - WebsiteSpark Partner Catalog, a site where customers can find a participating WebsiteSpark Web developer or designer.
    - Partner Solution Profiler, a Microsoft Partner Network (“MPN”) resource for promoting solutions and services to the more than 170,000 customers who search Microsoft.com for technology experts every month
    - Web App Gallery, a resource that provides Web developers and designers with instant access to the most popular community Web applications available, and where Web developers and designers can also submit and showcase their work.
  - *Get Support and Training:* Get professional support from Microsoft and get connected to WebsiteSpark Network Partners, Hosting Partners, and other Web developers and designers with complementary technologies or business models—an entire ecosystem that can provide a wide range of technical and business resources for every Web professional need. Benefits include:
    - 2 professional support incidents
    - Free online training
    - Managed newsgroups on MSDN (a community of over six million developers) and/or other Microsoft online properties
    - Access to broad community support through connections with Network Partners, Hosting Partners and peers with complementary services and technologies
  - *Get Software & Solutions:* Get fast and easy access to Microsoft’s current full-featured development tools and Web server production/hosting licenses for immediate use in designing, developing and bringing to market differentiated, innovative and rich Internet sites and applications. See Program Features-Technology Offering below for more details about the technologies currently available and the requirements for production/hosting licenses.

### Program features

#### 1. *Eligibility Requirements:*

An eligible Web design and development Company or Individual must have the following characteristics at the time of joining:

- **“Company”:** A professional service firm whose primary business is providing Web development and design services for its clients, with **no more** than 10 members

(including owners and employees).<sup>1</sup> This includes a sole proprietor who runs his/her own company and has no employees.

- **“Individual”**: An individual that performs web-related development and/or design services for its current customers or plans to provide such services to its customers in the future. An Individual does not have his/her own company and/or does not work for a web design or development company.

In addition:

- Companies and Individuals do not have to be members of the Microsoft Partner Network (MPN) prior to joining the Program, but enrollment in MPN is a feature of Program participation. Companies and Individuals will agree to the terms of the MPN Community Agreement when they accept the WebsiteSpark Agreement. We will compare the Company’s or Individual’s contact information entered by the Company or Individual during its WebsiteSpark Program enrollment process with information in the MPN, and, the Company’s or Individual’s contact information will be added to or updated in the MPN contact information as required.
2. *Term*: Eligible Web development and design Companies and/or individuals can participate in WebsiteSpark for up to 3 years. On the first and second anniversary of initial enrollment, they must update their enrollment (e.g., confirm they haven't gone public and their ownership hasn't changed).
  3. *Fee*: There are no costs required to participate in this Program.
  4. *Special Offers*: Web development and design Companies and Individuals participating in WebsiteSpark may also be eligible for additional products or services offerings (from Microsoft or others) from time to time during their tenure in the Program. In general, Web Pros enrolled in WebsiteSpark will be notified of Special Offers when they become available as well as the terms and enrollment process to take advantage of them. Special Offers are not part of the WebsiteSpark program benefits, and participation in Special Offers will be governed by the separate terms and conditions for each Special Offer (including licenses, and fees if any).
  5. *Technology offering*: The WebsiteSpark technology offering/Program Software for participating Web professional Companies and Individuals currently includes:
    - **For design, development, testing and demonstration of new websites** – for a total of up to three users per Web design and development Company and one user per Individual:
      - Visual Studio Professional
      - Expression Studio (1 user) and Expression Web (up to 2 users for Companies and 1 user for Individuals)
      - Windows Web Server 2008 R2
      - SQL Server 2008 Web Edition

---

<sup>1</sup> This requirement has been adjusted to add local variances calibrated to local conditions in the Web Pro’s place of business below. If a Web Pro’s place of business is not listed below, then the maximum limit is 10 members (including owners and employees).

**Brazil, China, India, and Japan**

Maximum of 25 members (including owners and employees)

Deployments may be on 4 servers or virtual machines (“VMs”) of 1 processor each, on 2 servers or VMs of 2 processors each, or on 1 server or VM of 4-processors.

The information regarding Program Software and use rights is representative and not comprehensive – see **Appendix A** of this Program Guide, the Web Pro Agreement and Program License Terms for more details. Products, versions, availability and additional benefits are subject to change. All software is available by download only.

Because this offering is likely to be updated from time to time, Program members should visit the WebsiteSpark website at <http://www.websitespark.com> often to check for updates to this Program Guide.

## Responsibilities

Companies and Individuals participating in WebsiteSpark must:

- Enroll on the WebsiteSpark website and maintain an up-to-date profile on the WebsiteSpark website.
- Renew their membership on an annual basis.
- During the term of your participation in Website Spark, we recommend that you:
  - develop a new public and Internet-accessible Web Pro Website<sup>2</sup>,
  - deploy that website on Windows Server (on a Hosting Server or with a Hosting Partner), and
  - report it, and other new websites, through the WebsiteSpark Portal.

*A Web Pro that successfully performs the above will not only remain active in the Program but will be permitted to retain one of its user licenses to the latest Expression Web (or its equivalent as determined by Microsoft) available under WebsiteSpark even after the 3 year term. Note: the foregoing will not apply if Web Pro’s Web Pro Agreement is terminated by Web Pro or Microsoft before the end of its Term.*

- Agree to abide by WebsiteSpark terms and conditions, per the:
  - Program Web Pro Agreement and Program License Terms
  - Microsoft Partner Network (MPN) Community Agreement
  - Program website, including Terms of Use and Privacy Statement as well as this Program Guide

## How do I join the Program?

Enrollment process:

The Primary Contact<sup>3</sup> connects to the WebsiteSpark website at <http://www.websitespark.com>. The enrollment process is quick and easy. The Company’s or individual’s Primary Contact must be signed in to Windows Live™ ID. If not, the system will prompt them to do so.

---

<sup>2</sup> *Web Pro Websites(s)*” means new public and Internet-accessible websites(s):

- That are developed by Web Pro on behalf of its Web Pro Clients using Program Software;
- that contain significant and primary functionality or content beyond the functionality of Hosting Servers; and
- whose primary purpose is for the Web Pro Client to provide information and/or services to Web Pro Client’s customers

<sup>3</sup> A Primary Contact is a current member (owner or employee) of the Company who is authorized to enroll the Company into the WebsiteSpark program or an Individual enrolling in the Program. The Primary Contact will serve as the Web Pro’s account administrator and he or she alone will have access to the Web Pro’s home page and subpages via its Windows Live™ ID credentials.

- Once connected to <http://www.websitespark.com>. The Primary Contact should review the eligibility requirements and check the appropriate box. Once they are ready, the Primary Contact clicks “Join WebsiteSpark” to continue the enrollment process.
- The Primary Contact is prompted to review and accept the WebsiteSpark Web Pro Agreement, the MPN Community Agreement, and the WebsiteSpark Program License Terms. The acceptance of the foregoing is required to continue the enrollment process.
- Next, the Primary Contact enters information about the Company or Individual and the person completing the enrollment application.
- The final, optional, step in the enrollment process is to enter an approval code provided by a Network Partner, if you have one.
- If it chooses to do so, the Primary Contact can request an approval code from a Network Partner. We recommend looking for local Network Partners, because they often provide entrepreneurial support beyond access to the Program. Companies and/or Individuals without a Network Partner will have later the opportunity to associate themselves with a Network Partner via their administration portal.
- Once the enrollment process is complete and the Company or Individual is approved, its Primary Contact will receive a "Welcome to the Microsoft WebsiteSpark Program" e-mail that includes next steps for getting started.

### How long can I participate in WebsiteSpark?

Web Pros may participate for three years (renewed annually), unless they fail to abide by WebsiteSpark’s terms and conditions in the Program Materials.

See the WebsiteSpark Web Pro Agreement for other situations where your participation in the Program could end.

### What is the Annual Renewal Process?

Each Web Pro must renew their participation in the Program within 90 days of their first and second year anniversary after enrollment. The Web Pro’s Primary Contact will receive a reminder email from WebsiteSpark when it is time to renew. Renewal is fast and easy – the Primary Contact simply logs in, clicks the renewal button, and confirms that their eligibility has not changed. If the Web Pro chooses not to renew, it can contact customer support and ask to be removed from the Program.

### How do I end my participation in the Program?

You may end your participation in WebsiteSpark as a member at any time. To do so, send an email to [webspark@microsoft.com](mailto:webspark@microsoft.com).

### What happens after three years of participation in WebsiteSpark?

At the end of their third year of Program participation:

- Program members will no longer have rights to use the WebsiteSpark Program Software. However, at the conclusion of their third year of participation in WebsiteSpark, Program members will have had the benefit of the WebsiteSpark experience, better equipped to determine the Microsoft technologies that best fits their business needs.
- Program members who have successfully deployed a Web Pro Website on a Program Hosting Server within the first three years of Program enrollment can retain one of its developer licenses to the latest version of Expression Web (or its equivalent as determined by Microsoft) available under WebsiteSpark at the end of its 3-year term.

- Microsoft will have 2 special offers available for WebsiteSpark graduates. The first, called the WebsiteSpark Graduation Package, will include products equivalent to the WebsiteSpark offering<sup>4</sup> for \$999 per year and continued presence in the WebsiteSpark Partner Catalog (or its successor). The second, available only to Companies, called Entry Server Package, will include products equivalent to Program Hosting Servers for \$199 per year per processor and continued presence in the WebsiteSpark Partner Catalog. The foregoing costs may be the US dollar equivalent as determined by Microsoft.

### Benefits of working with a Network Partner

The WebsiteSpark Program is designed—in the same vein as Microsoft® BizSpark™—to ignite the business success of small Web development and design service Companies and Individuals (Web professionals). WebsiteSpark provides a number of business development resources for Web professional firms that would like to gain proficiency on the Microsoft Web platform to add to their business capabilities.

In addition to technology, support and training from Microsoft, WebsiteSpark is designed to build a global ecosystem of service providers and other partners, peers, and influencers, who together have the technical and business resources to effectively address the unique business development challenges that Web development and design Companies and/or Individuals face.

WebsiteSpark directly connects Web development and design Companies and Individuals with organizations focused on helping them, or Network Partners. Network Partners are active members of the local software ecosystem, who promote and support software-based Web sites and businesses, through hosting or other business services, technical and business advice, networking, mentoring, peer connections, or other resources and services.

### Benefits of working with a Hosting Partner

Hosting Partners are designated Network Partners who can provide hosting services for the Web sites developed/designed by Companies and/or Individuals participating in WebsiteSpark. Hosting Partners have achieved the Web hosting competency under the Microsoft Partner Network, and can offer a wide range of unmanaged to fully managed solutions.

A Hosting Partner may operate in specific geographies, and may have special qualifications such as enhanced security certifications. It is important for each Company and Individual participating in WebsiteSpark to choose a Hosting Partner (hosters) that meets its specific needs. To learn more about hosters or to designate who will be your Hosting Partner, please click through the link from your Company's or Individual's home page to the Managed Host Relationship page.

To find a Hosting Partner in your geography please visit: <http://www.websitespark.com>.

---

<sup>4</sup> See Appendix A for the current WebsiteSpark Offering.

## For Network Partners and Hosting Partners

### Why should I join WebsiteSpark as a Network or Hosting Partner?

By participating in WebsiteSpark, Network and Hosting Partners gain exposure as a Microsoft partner and join an ecosystem that includes not only the Web development and design Companies and Individuals in the Program, but the customers of those Companies and Individuals as well. By virtue of this geometric expansion of touch points and exposure, Network and Hosting Partners can extend their reach in the Web business community and help grow their business and customer base, while themselves contributing to the infrastructure and business environment to support the Web technologies on which Companies, Individuals and consumers around the world rely.

## Miscellaneous

### Notices to Microsoft

Send written notices under your WebsiteSpark Web Pro or Network Partner Agreement to Microsoft at:

Microsoft Corporation  
Attn: WebsiteSpark  
One Microsoft Way  
Redmond, WA 98052  
Email: [WebsiteSpark@microsoft.com](mailto:WebsiteSpark@microsoft.com)

### Additional Resources

Interested in joining the program? <http://www.websitespark.com>

For support issues contact: [WebsiteSpark Customer Support](#).

**APPENDIX A**

## WebsiteSpark Technology Offering

**For professional Web development and design companies and Individuals (“Web Pros”)**

Design Tools/Development Software/Testing		
		Total # of licenses per Web Pro Company. Note: Total # of licenses for each Web Pro Individual is 1 per Web Pro Individual
<b>Visual Studio</b>	Visual Studio® Professional Edition	3 developer licenses
<b>Expression</b>	Expression® Studio	1 developer license <sup>5</sup>
	Expression® Web	2 developer licenses
<b>Windows Server</b>	Windows® Web Server 2008 R2	3 developer licenses
<b>SQL Server</b>	SQL Server® 2008 Web Edition	3 developer licenses

The WebsiteSpark technology offering is exclusive to WebsiteSpark Web Pros and their individual employees who have accepted the WebsiteSpark License Terms. The WebsiteSpark technologies must not be transferred to a third party.

The information is representative and not comprehensive. Products, versions, availability and additional benefits are subject to change. Because this offering is likely to be updated from time to time, Web Pros and Network Partners should visit the Microsoft® WebsiteSpark website at <http://www.websitespark.com> often to check this Program Guide.

---

<sup>5</sup> Available only to the Primary Contact for the Web Pro