Partner Communication Toolkit

This toolkit provides Partners with guidelines and templates for communicating about Procore and the partnership with your network.

PROCORE

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Brand Usage Guidelines

As detailed in our partnership agreements and Program Guide, Partners are responsible for accurately representing Procore and the partnership in all public facing materials produced by the Partner, including but not limited to press releases, social media copy, blogs, and webinar content.

This includes ensuring compliance with the Brand Design Guidelines, Procore Trademark Use Guidelines, as well as the additional guidelines outlined below.

Review Process

All external mentions of Procore, including press releases, social media copy, or other marketing materials, must first be vetted and approved by the Procore team. Please reach out to techpartners@procore.com or channelpartners@procore.com, depending on your Program, for advanced review and approval on any co-branded partnership communications.

Please include your desired launch timing and Procore will aim to provide a response within 7 to 10 business days. Once approved, you are responsible for the logistics and distribution costs, and announcement timing must be conducted within the approved window provided by Procore.

Please note the following exceptions to our standard review process:

01 **Quiet Periods**

Procore does not make public announcements during its quarterly quiet periods, which typically take place two weeks prior to our quarterly earnings announcements. All requests for external communications during these timeframes will be delayed until conclusion of the corresponding quiet period.

02 **Groundbreak Blackout Dates**

Groundbreak, the construction innovation event of the year, takes place from October 14-16, 2025 in Houston, Texas. Procore does not engage in any external partner communications in the two weeks leading up to Groundbreak. As such,all partner-requested press releases, social media, and/or corporate blog posts must be submitted for review and approval by September 16, 2025, and published no later than September 30, 2025. All other Brand Use Guidelines apply.

Violations

Partners that do not comply with Procore's Brand Use Guidelines and/or Trademark Usage Guidelines will be subject to a partnership review and possible change in program benefits, including loss of status as a Procore Partner or change in tier status, per the Partner Agreement.

Actions taken may include, without limitation, declining all citation requests from companies with active citation violations as well as cease and desist orders to remove content. If you have questions about what constitutes a violation, or you believe that you have found a violation, please contact us at techpartners@procore.com or channelpartners@procore.com, depending on your Program.

Procore Messaging

+ Refer to our Brand Guide for a general overview of who we are.
+ In the first mention, use Procore Technologies and hyperlink to our website https://www.procore.com. Subsequent uses can just say Procore.

+ For a one-sentence description, use: Procore is the leading provider of construction management software.

+ For a description of our App Marketplace, use: the Procore App Marketplace is an online hub for third-party integrations and custom applications supported by a growing ecosystem of today's leading software providers working across all areas of construction.

Press Releases

Procore provides easy-to-use, customizable templates to create your announcement and momentum releases, available below. All Press Releases are reserved for Partners with at least 5 active customers using the integration and must include at least 1 customer quote.

Types of Press Releases

01 Announcement Press Release

These templates are available for new Partners announcing the launch of their Procore integration. All Press Releases are reserved for Partners with at least 5 active customers using the integration and must include at least 1 customer quote.

02 Momentum Press Release

These templates are available for existing Partners promoting meaningful enhancements to their existing Procore integration.

A meaningful enhancement includes:

+ Adding product functionality above current offering - Includes changes that unlock new customer value and/or integrate to new Procore or new Partner product lines
+ Expanding integration types - For example, moving from embedded to data connection, integrating with Side Panel, Hubs, or introducing AI Agents

The following integration changes do not qualify for a momentum press release:

+ Adding new routes to a side-panel integration
+ Changing the authentication workflow and/or bug fixes
+ Design or brand changes
+ Announcing tier or a change in tier

Press Release Guidelines

When developing your press release, please follow these guidelines:

01 Refer to our templates listed below to ensure appropriate use and description of Procore in all instances.

02 Hyperlink to any sources or metrics used.

03 Please do not include Procore's press release boilerplate in your announcement without previous written consent from Procore's PR team. Boilerplates are exclusively reserved for press releases issued by Procore on official channels.

04 Avoid mentioning third parties such as your competitors or Procore competitors.

05 Do not share publicly anything about the partner announcement or momentum details via social or other channels until a press release or other marketing materials has been fully approved by Procore.

06 Procore executive quotes are reserved for Premier Partners and **are not guaranteed.** Press release content, including executive quotes, are approved at the discretion of Procore.

+ Premier Partners should include the proposed quote in the press release draft. Partner release quotes (for tech/ISV partners) generally come from Brint Markle, Head of Ecosystem Partnerships, and not our CEO. For channel, strategic integrator, professional services, and/or consulting partners, approved spokesperson quotes should be attributed to Larry Stack, Chief Revenue Officer.

Templates

Partnership Announcement Press Release

[Title: Your Company and/or Product Name + Announces Procore Partnership / Product Integration]

[Subtitle: Brief summary of benefit of partnership for a customer segment]

[Announcement Date]–[Company and/or Product name], [description], today announced a partnership with Procore Technologies, Inc., the leading global provider of construction management software. [Go on to describe what the partnership entails, what problem it is solving for customers and/or the industry, the key benefits and/or expected outcomes.]

[Provide more information about your company, who you serve, and how your customers and/or the industry will benefit from this partnership. Include relevant background on why this partnership was forged and how it's addressing a specific and critical challenge.]

[CEO or other executive quote from your company that speaks to what is most exciting about this partnership and/or customer segment benefit.]

[Include industry data, research, or statistics that builds the case for why this is potentially groundbreaking for the industry. Build in more detail about the partnership enhancements / product integration, timing, and expected outcomes. Use any specific examples or proof points here.]

[Draft an executive quote from Procore about how much we value what you do and why we are excited about this partnership in terms of advancing the industry.]

[Closing paragraph that reinforces the key benefits of the partnership. Link to your Partner Tile on the Procore App Marketplace to learn more.]

About [Company]: [Your company boilerplate description goes here]

Templates

Momentum Press Release

[Title: Your Company and/or Product Name + Announces a Milestone or Advancement Related to Procore Partnership]

[Subtitle: Brief summary of the benefit or significance of this news]

[Announcement Date]–[Company and/or Product name], [description], today announced that in partnership with Procore Technologies, Inc., the leading provider of construction management software, [explain the problem solved, achievement made, or significant milestone reached].

[Provide more context and background on the partnership, when it was established and why.]

[CEO or other executive quote from your company that speaks to what is most exciting about this partnership.]

[Include industry data, research, or statistics that builds the case for why this milestone is meaningful to customers and the industry. Use any specific examples, numbers, or proof points that qualifies this as an achievement.]

[Draft an executive quote from Procore about our acknowledgement of this industry advancement or milestone achieved.]

[Closing paragraph that reinforces the benefits and achievement. Link to your Partner Tile on the Procore App Marketplace to learn more.]

About [Company]: [Your company boilerplate description goes here]

Social Media & Blog Posts

Similar to press releases, Procore provides easy-to-use customizable templates for social media, available below For social media mentioning Procore, approval is not necessary.

When referencing Procore on social media:

01 Use the appropriate social handle to tag Procore in your message

- LinkedIn: @procore-technologies
- Facebook: @procore.tech
- Twitter: @procoretech
- Instagram: @procoretech

02 If space allows, include our one-line description: Procore, a leading provider of construction management software.

03 Use relevant hashtags like #ProcorePartner and #ConTech

When considering a blog post about our partnership:

01 Follow the Momentum Press Release Template structure

02 Or use a customer case study to talk about the benefits a customer has experienced as a result of our integration

Sample Social Media Posts

01 **New Partner Announcement**

"We're excited to announce we've joined the Procore Partner Program! Procore is the leading provider of construction management software and together, we'll help construction build for what's next, right now. #ProcorePartner"

"We wanted to take our company to the next level and knew Procore, the leading provider of construction management software, would be the right partner to help us get there. Today, we are excited to announce we've joined the Procore Partner Program. #ProcorePartner"

02 **Partner webinar or event**

"Join us on [date] for a partner webinar with Procore as our industry experts discuss the benefits of our integration with Procore. This is an event you are not going to want to miss. RSVP today! #ProcorePartner"

"You're not going to want to miss this upcoming event with our partner, Procore. Join us for an insightful conversation and demonstration of our integration with Procore. RSVP today. #ProcorePartner"

03 **New Customer Win or Customer Project Post (Joint case study)**

"We share Procore's vision – to improve the lives of everyone in construction. Check out this new customer case study to see how [partner name] + Procore are helping improve the [buzz word] at [construction company name]. #ProcorePartner"

"Hear how [construction company name] uses the [partner name] + Procore to streamline communications and standardize processes. #ProcorePartner"

04 **New content or news highlight**

"Check out this [article/blog/content] highlighting [topic/theme/insight]. Together with Procore, we're working to improve the lives of everyone in construction. #Procore Partner"

"We recently published this new [article/blog/content] about [topic/theme/insight]. By partnering with Procore, the leading global provider of construction management software, we can help our joint users [benefit]. #Procore Partner"

Logo Lockups

If you are interested in creating a side-by-side logo lock up using your company logo with the Procore logo, please first contact us with specific use cases for approval at techpartners@procore.com or channelpartners@procore.com, depending on your Program.

If approved, please follow these guidelines:

01 Refer to our Brand Guide and follow Trademark Use Guidelines

02 Present logos side-by-side and of equal sizing

03 Use cases include:

- As a graphic for the top of a partner release or in a social media or blog post about the partnership
- If using it on your website, on signage, or in collateral, include a description of the partnership