

MDF Partner Activity Request Form

*Please be advised that all requested MDF partner activities must be approved by Axcient.

1. Partner:

Name:

Phone:

Company:

Email:

2. What is the requested MDF amount?

3. What is the requested activity? (Axcient Webinar, Axcient Lunch and Learn, Partner Event)

4. What are the dates of the requested activity?

5. Who will be the primary point of contact for the requested activity? Please include an email.

6. Who is your target audience? Prospective clients or current clients? i.e. Geographical location, company size

7. Is your target audience in a vertical market? If so, what vertical(s)?

8. Will you be generating leads for your services that include Axcient solutions you currently sell? Or will you be generating leads for an Axcient solution you are looking to sell in the future?

 9. How many leads do you expect to generate?

 10. Do you think this requested activity will result in increased sales of Axcient/eFolder solutions? If yes, what percentage growth do you estimate in 3 months following the activity? (Axcient will supply up to 50% of total budget)

 11. What is the total budget for the marketing campaign? What percentage of the total budget are you asking Axcient/eFolder to contribute?


 12. Are there other vendors helping to sponsor the requested activity? Who are they?



 13. What efforts will be made to promote the requested activity, prospective and current clients?

 14. Will you need on-site assistance from Axcient/eFolder for the requested activity? Is this cost included in the funds you are requesting?

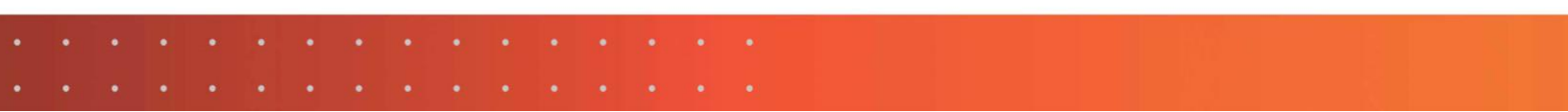
 15. If the requested activity is a partner event or Axcient Lunch & Learn, please include the Axcient speaking/presentation details. Please understand that Axcient speaking or presenting at these type of events is required for approval.

 16. Do you have internal employees managing these type of activities or an outsourced company?

 17. Do you need assistance from Axcient with marketing materials? 

 18. How many quota carrying salespeople do you have on staff?
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19. Do you understand that you will be responsible for all upfront costs and Axcient will credit the approved MDF amount after the activity takes place and after all receipts have been submitted? Yes or No.



Axcient MDF Partner Event Agreement

Overview

Axcient's co-sponsoring activities are for Axcient Partners only. Axcient supports these activities to help MSPs grow their business and add new clients. These joint marketing activities are targeted at MSP end clients. The Axcient joint activities consist of: **Axcient Webinars, Lunch and Learns, and Partner Events.**

Objectives

- Generate cost-effective leads, opportunities, and revenue benefiting both parties
- Showcase the differentiated value of Axcient and the selected Partner together

Logistics of Webinars

- Partner:
 - Schedules and hosts webinar
 - Develops co-branded event registration landing page and email template
 - Hosts registration page with separate registration links to track lead sources
 - Provides registrant and attendee lists 24 hours after each event
 - Co-develops event materials like, presentation slides (including design) and any promotional items with the Axcient logo
- Axcient:
 - Co-develops event materials like, presentation slides (including design) and any promotional items with the Axcient logo. Examples of topics:
 - Business Continuity
 - Cloud Enabled File Services
 - Microsoft Office 365 Protection
 - Provide at least one Axcient subject matter expert for the webinar
 - Promotes event to end clients within Axcient database
 - Promotes via social media where appropriate

Logistics of Lunch and Learns

- Partner and Axcient define a common value proposition and target audience to develop messaging and recruitment targets prior to activities.
- Partner:

- Schedules venue and manages logistics, including setup, food and refreshments
- Develops co-branded event registration landing page and email template
- Hosts registration page with separate registration links to track lead sources
- Provides registrant and attendee lists 24 hours after each event
- Co-develops event materials like, presentation slides (including design) and any promotional items with the Axcient logo
- Funds upfront costs and agrees to invoice Axcient 50% of the event costs. **Total Axcient invoice not to exceed \$1500**
- Axcient:
 - Co-develops event materials like, presentation slides (including design) and any promotional items with the Axcient logo Examples:
 - Business Continuity
 - Cloud Enabled File Services
 - Microsoft Office 365 Protection
 - Provide at least one Axcient subject matter expert for the Lunch and Learn
 - Axcient will pay travel costs for Axcient employees
 - Axcient funds 50% per Lunch and Learn
 - Axcient will not be responsible for any additional charges
 - Promotes event to end clients within Axcient database
 - Promotes via social media when requested

Logistics of Partner Events

- Partner:
 - Schedules venue and manages logistics, including setup and breakdown
 - Provide Axcient with full event details
 - Provide Axcient the opportunity to speak/present
 - Provides registrant and attendee lists 24 hours after each event
 - Co-develops event materials like, presentation slides (including design) and any promotional items with the Axcient logo
- Axcient:
 - Co-develops event materials like, presentation slides (including design) and any promotional items with the Axcient logo Examples:
 - Business Continuity
 - Cloud Enabled File Services
 - Microsoft Office 365 Protection
 - Provide at least one Axcient subject matter expert for the Lunch and Learn
 - Axcient will pay travel costs for Axcient employees
 - Promotes event to end clients within Axcient database
 - Promotes via social media where appropriate
 - Axcient partially funds the event based upon the approval of event requested funds

Activity Terms and Conditions

- The selected partner agrees that Axcient can accommodate up to 6 requested activities per year per partner.
- All activities must be scheduled at least 60 days in advance
- All activities must involve end-facing clients (Minimum of 10 clients)
- All activities must be co-sponsored
- Any content produced with Axcient's name or logo must be approved by Axcient before the scheduled approved activity
- Partner Event activities must be scheduled during the first two weeks of the requested month through our Partner Enablement booking system. Axcient Webinars and Lunch and Learns are scheduled in the last two weeks of each month
- All activities are first come, first serve based on scheduling availability.
- Partners must understand that Axcient will determine the eligibility of your request, based on the terms and conditions of this agreement. If the partner does not meet the terms and conditions, Axcient reserves the right to decline the requested activities.
- Partners are required to maintain greater than \$800 MRR with Axcient.
- Partner understands the financial responsibility of a 50/50 split of all activity costs.
- Partner agrees to involve Axcient in speaking opportunities at all activities.
- Axcient will audit all opportunities arising from the event to determine future event sponsorship.

Partner Signature

Axcient Signature

Name

Name

Title

Title

Date

Date

