Marketing Development Funds (MDF) Guidelines



Introduction

As part of our ongoing commitment to our partners, we are pleased to bring to you our, by invitation only, Market Development Funds (MDF) program.

This new program is fully automated through the OpenText Partner Program. Through this program, we reimburse Partners for pre-approved joint marketing activities. You are eligible to receive up to 100% reimbursement, as verified by third-party invoices that reflect the cost of the approved activities. Partners should outline proposed activities and submit requests at least 90 days prior to commencement of the activity.

Eligibility Requirements

- You must be an OpenText Cybersecurity Partner in good standing to be eligible for the program.
- Partner must complete a Joint Business Plan to be eligible for MDF funds.
- All activities that incorporate our brand names, logos, trademarks, service marks, or branding elements must adhere to the brand guidelines provided on the Partner Portal.
- All MDF-funded activities must promote our products and solutions.
- We will not provide reimbursement for activities that feature products of competitors.

Submitting an MDF request

To receive MDF funds, you must be an Opentext Cybersecurity Accelerate partner. MDF requests must be submitted via the new request form found in the Accelerate Partner Portal.

Eligible marketing activities We will support the following types of activities:	
Advertising	Marketing Collateral/Signage/Print Materials
Banners	Partner-led events
Digital Advertising	Print advertising
Digital Marketing Services	Social Campaigns
Email Campaigns	Telemarketing
Industry-led events	Webinars

Ineligible marketing activities We will NOT support the following types of activities:
Trips, golf tournaments, sporting events
TV and radio advertising
Internal sales incentives (Sales Spiffs, rebates)
Activities that involve a high degree of risk of bodily injury or financial risk
Travel Gifts for internal employees and/or customers
Dinners for customers, prospects or internal team members
Personal expenses from activities (e.g. transportation, hotel, airfare, etc.)

Getting reimbursed

After completing the approved MDF activity, partners must submit Proof of Execution (POE) via the claim form on your MDF submission found in the Accelerate Partner Portal, along with copies of paid invoices associated with the activity. All invoices and POE are due immediately and before the end of the quarter in which the activity takes place. Invoices received outside of the quarter the activity is completed will not be accepted. The claim amount is to be no more than the original approved activity amount. (Quarterly allocations must be spent in the same quarter. There will be no carry forward of funds.)

To help us continue to enhance our partner marketing, partners may be asked to provide a Return on Investment (ROI) report, including data such as number of attendees, qualified leads, confirmed opportunities, expected pipeline, orders placed, click-through rates, downloads, and any other outcome resulting from the funded activity.

POE examples All MDF activities should be co-branded
Tradeshows/exhibitions–photo of booth, display(s), etc. that show co-branding
Roadshow/lunch & learn events- agenda, invitations, landing pages
Online advertising- samples/proof of advertisements/banners that show co-branding **Note: Screenshots must include the URL and date stamp to be eligible*
Webinars- agendas, invitations, landing pages
Itemized receipts
Paid invoices

We're excited to partner with you! Our Partner Program is designed with innovative marketing and sales enablement benefits to help you differentiate yourself from your competitors and grow your business. Our team is dedicated to supporting you and building a strong relationship that helps improve your business for the future.

Contact

If you have any questions or want more information, email **accelerate@opentext.com.**

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