



# MARKET DEVELOPMENT FUNDS (MDF) Program Request Form

Thank you for your interest in working with MobileDemand on your next marketing activity.

MDF is available for Premier and Select Partners only and must be approved by MobileDemand. Please complete the entire form with as much detail as possible.

## ► COMPANY INFORMATION

Company Name:

Address:

City:

State:

Postal Code:

Phone:

Email:

## ► CONTACT INFORMATION

Marketing Contact Name:

Title:

Phone:

Email:

Date of Request:

## ► MDF REQUEST INFORMATION

MDF Amount Requested:

Program Start Date & End Date:

## ► PROGRAM ACTIVITIES (Check all that apply)

Digital Advertising

Demo Gear

Email Campaigns

Webinars

Conference & Event Sponsorship

Promotional Items

Sales Kickoffs

Customer Success Stories/Case Studies

Lunch & Learns

Other (We are open to ideas)

## ► PROGRAM DESCRIPTION (Please provide as much information as possible)

## ► PROGRAM OBJECTIVE (Please provide as much information as possible)

• Expected Attendance/Total Outreach • Number of Targeted Leads • Outreach Process/Steps • Targeted Industry/Use Case/Customers • Targeted Products

## ► SUBMIT APPLICATION

1. Save application. 2. Attach and email application to: [partner@mobiledemand.com](mailto:partner@mobiledemand.com)

### MDF Request Submission Notes

MDF applications must be submitted at least 4 weeks before the activity commences. Applications are reviewed and approved on a first come first serve basis. Requests will be assessed by the value the ("Activity") brings to MobileDemand and cost of the Activity. The Partner will be notified within 10 business days of application submission with an approval, conditional approval, or denial confirmation. Please fill out one MDF Application form for each separate Activity. An Activity is defined as one event, advertisement, campaign etc., that may have several resource allocations associated with the Activity.

MDF will be compensated via credit to the Partner's account within 30 days of claim approval. Credit can be used to cover any open balances/invoices or future purchases. All claim documentation must be submitted within 30 days of completion of the Activity. Required proof of purchase must be submitted with your claim. Receipts must be submitted with your claim. The refund is based on total amount of receipts and approved funding amount.

### Ineligible Activities

MobileDemand does not reimburse for alcohol, travel expenses, hotel guest room fees, corporate hospitality suites, telephone charges, value-added taxes, or other taxes for which Partners may be reimbursed by local tax authorities, or web hosting fees.

### Application Submission

MDF applications can be submitted using the button above or simply email the application to [partner@mobiledemand.com](mailto:partner@mobiledemand.com).