



Cisco Marketing Velocity Funds

FY23 Program overview, policy and requirements



Overview

Cisco Marketing Velocity Funds (MVF) are intended to provide Cisco authorized Partners with co-marketing funds to create demand generation activities to accelerate bookings through approved co-marketing initiatives. By mutually investing in your marketing practice and demand generation activities together we'll transform and achieve business outcomes.

Cisco allocates the funding, reviews and approves payments to Partners—based on Partners' meeting pre-established Proof of Execution (POE) criteria.

See [Activity list at-a-glance](#) for the complete list of approved activities and claim requirements.

See [Program Policy](#) for additional terms and conditions applicable to all activities under MVF. By participating in MVF, Partners agree to all terms and conditions set forth in this document.

This toolkit describes requirements for Partners to follow in order to request and receive MVFs from Cisco. MVFs are managed and distributed through [Marketing Velocity Central](#). Partners must conform to specific rules and requirements, which may vary by country.

Cisco is helping our Partners transform their marketing practice by offering a comprehensive marketing engine to help grow your business. With Cisco Marketing Velocity you'll have access to always-on training to develop your marketing skills and to our end-to-end demand generation, including dynamic content, services, data insights and funding.

General requirements

- Public statements must not imply that the partner is Cisco Systems Corporation or any subsidiary of Cisco. Marketing activities must not be misleading or deceptive, nor may they violate country, state, or local regulations. Co-marketing activities must be in good taste and reflect favorably on Cisco. Cisco discourages any negative sales or marketing activity. All registered marks, trademarks, copyrights, and disclaimers of Cisco Systems must be properly used as described in the trademark usage guidelines available on [Cisco.com](https://www.cisco.com).
- Cisco requires partners who receive MVFs to acknowledge funding, submit a Customized Marketing Activity (CMA) activity request and receive an activity approval prior to the activity start date.
- All CMAs must be in “Approved” status in advance of the activity start date or event deposit due date.
- An activity must be submitted at least five (5) days prior to activity start date.
- An activity must start within the [Cisco Fund Period](#) in which it is funded, except for the following:
 - Third-Party Trade Shows: Third-Party Trade Show fees may be aligned to a Cisco Fund Period based upon the date the deposit is due or the activity event date.
- Proof of Execution (POE) which includes, Proof of Performance (POP), Proof of Cost (POC), and Proof of Cisco Representation, are required at claim submission. Claims submitted with invalid POE at the time of submission may be denied.
- Proof of Performance and Proof of Cost must be reasonable in nature and amount.
- Claims placed on hold pending further clarification must be corrected and fully approved by the final deadline. Outstanding claims after this date will be denied and funds forfeited.
- Claims submitted for reimbursement cannot exceed the approved MVF activity amount and must be supported by the appropriate POC and POP requirements outlined in the [Activity list](#).
Note: Cisco reserves the right to request additional POE documentation.
- Funds from Cisco will be disbursed after claims have been submitted and approved. Payouts for claims may be less than the approved MVF amount, at Cisco’s discretion, depending upon required documentation supporting each claim request.
- All reimbursements will be paid directly to the Cisco partner company aligned to the CMA application. Activity reimbursements cannot be paid to a third-party vendor. See the [Program Payment Policy](#) for more information.

Non-reimbursable expenses

Cisco will **not** reimburse the following:

- Alcohol/liquor
- Cancellation fees
- Cisco products and services, including demo equipment
- Cisco logo'd personal protective face coverings or masks
- Personal lodging and accommodations, personal travel and personal expenses
- Payment to Cisco (or a third party acting on behalf of Cisco) for sponsorship or attendance fees for Cisco-hosted events (i.e., Cisco Connect, Cisco Live)
- Learning credits from Cisco or to purchase Cisco Learning Credits from a learning Partner
- Meetings or events requiring travel to destinations that pose a safety or security risk to attendees are to be avoided (as defined by Cisco Global Protective Services as a high risk, extreme risk, or prohibited destination).
- Non-cash gift cards (Sales Incentives not included)
- Personal digital assistance such as Smart phones, computers, or related hardware including laptops (Sales Incentives not included)
- Third-party trade show events where Cisco is signing a contract or sponsorship agreement, or where Cisco is listed as a sponsor or co-sponsor
- Cisco does not allow, as part of company sponsored/hosted meetings or events, any activities with risk to the personal safety of an attendee. Examples of out-of-policy/ non-allowable, high-risk activities are:
 - Alpine skiing, snowmobiling, horseback riding, water skiing, jet skiing, white water rafting, scuba diving, power boat rides, hang gliding, rock climbing, sky diving, zip-lining, bungee jumping, mechanical bull riding, parasailing, hot air balloon rides, helicopter tours, piloting/flying aircraft, airboat or alligator tours, air tunnel flights, Segways, ATVs/three-wheelers/quads, vehicle racing of any kind including cars, motorcycles, dune buggies, go-carts, boats, etc.
 - The use of guns of any kind, including rifles, handguns, paintball guns, shooting ranges, etc.
 - As a general rule, if a waiver of liability is required to be signed (by the company or an individual) before participating in an activity and it is not listed above, clearance from Risk Management is required before that activity can be included in the meeting or event.

Customized Marketing Activity

Customized Marketing Activity (CMA) requests include activities that originate with the partner. These requests require review and approval by Cisco prior to execution. Upon completion of the customized activities, the partner must submit a claim, along with POE for the activity type. A claim against a CMA is not disbursed until Cisco approval is granted through the claim auditing process.

Leads

Activities noted as Demand Generation activities require Leads, in addition to Proof of Performance and are associated to the overall campaign. Leads collected may be uploaded when they are generated prior to the claim submission or combined with the claim submission.

Partner's customer information loaded into Marketing Velocity Central, the fund manager or Cisco Salesforce.com does not enter Cisco's marketing database and is not used by Cisco for future marketing purposes unless the customer's permission is given. For more information on the leads process, see video or infographic.

Leads management ([video](#))

Leads management ([infographic](#))

Funding

Cisco provides funding quarterly via email notification to eligible partners. Eligible partners must be listed as "In Good Standing" with Brand Protection. Per [Cisco Payment Policy](#), in a scenario where payments were calculated and/or payment amount paid incorrectly, Cisco reserves the right to either request that the Partner return the payment or reduce future payments accordingly under any program in which the partner is participating.

Cisco requires partners to acknowledge receipt of MVF within [Marketing Velocity Central](#) before the funding deadline and before application submission. If receipt of MVF is not acknowledged within the required timeframe, funding will expire and funds will be forfeited.

CMAs must be submitted prior to the activity submission deadline otherwise unused funding will expire and will be forfeited.

MVF is managed based on the Cisco fiscal calendar and is available on a quarterly basis. The cost for an activity must have been incurred within the [Fund Period](#) in which it is funded. See the [Calendar](#) for quarter dates and deadlines.

All funding amounts are provided in U.S. dollars, except in Canada in which funds are loaded in Canadian dollars. For local currency conversions of Proof of Cost provided by the partner, Cisco will use the Cisco internal exchange rates. The Cisco exchange rate is a monthly average of the Cisco fiscal month and is applied based on the Proof of Cost date. The partner assumes the risk associated with the fluctuation of the currency exchange rates.



Cisco partnership logo and brand safety guidelines

Cisco partnership logo

The partnership logo incorporates the Cisco corporate logo much more prominently than our old logos. With good reason: it's powerful.



The partnership logo system allows you to control what you convey to your audience.

The Cisco partnership logo consists of two parts:

1. The Cisco corporate logo with the word "Partner"
2. The optional credentials that you can choose to place underneath.

The partnership logo builder tool allows you to easily select your color preference and the credentials you want to highlight and then download right away. To begin building your Cisco relationship logo, access the tool at www.cisco.com/go/partnerbranding

When using a Cisco partnership logo, you must comply with the [Partner Logo Usage Guidelines](#).

For more information, visit [Partner Logos](#).

Cisco Corporate logo

Rarely does Cisco allow others to use our corporate logo, and then only under very specific circumstances and contexts. To use it requires, among other things, special business and legal agreements above and beyond the one your company signed when you became a Cisco partner.

Exceptions are made only when there is a compelling business reason for Cisco to do so, Cisco SVP approval, etc.

To submit a request to use the Cisco corporate logo click [here](#).

Cisco brand safety

To ensure that there is never a negative impression of Cisco based on where an advertisement is viewed, an agency, marketing, or ad execution partner is responsible for ensuring full compliance with Cisco's brand safety guidelines (in addition to complying with Cisco co-branding guidelines) using all available paid media inventory management controls. Paid media inventory management includes the use of blacklists, blocked risk categories of sites, and ad verification technologies, agreeing that no ads containing a Cisco logo of any kind will appear on websites that contain the following unacceptable themes:

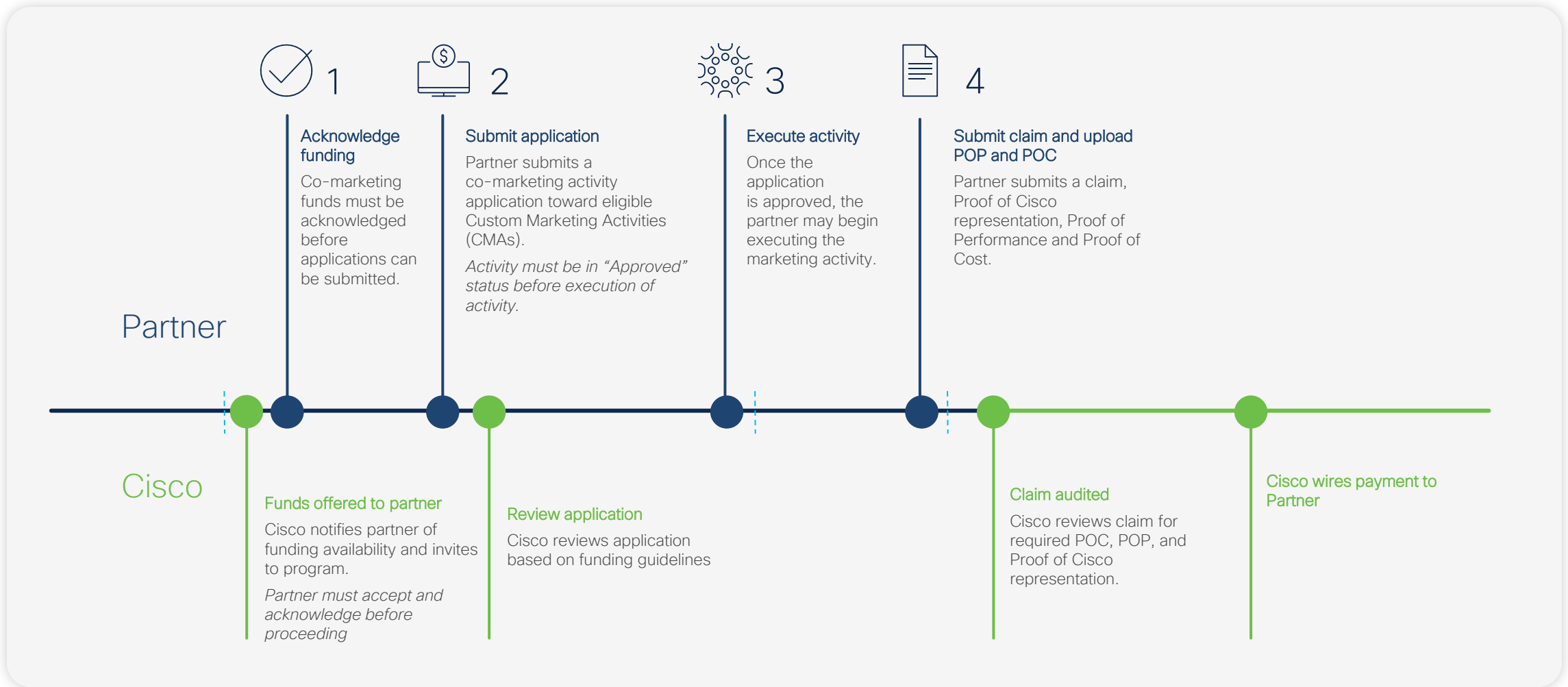
- Politically-charged content
- Adult or sexual themes
- Offensive language or hate speech
- Weapons/violence
- Alcohol, drugs, or tobacco
- Religious content

An advertising execution partner and/or Cisco Partner is responsible for ensuring that any targeted inventory does not include any barred sites.

Activities found to be out of compliance with regards to Cisco logo usage or advertising on a non-compliant website will be denied and funds forfeited.

Contact your Cisco account manager or Partner marketing manager for more information.

Marketing Velocity Funds Lifecycle



Activity list at-a-glance

Click an activity type link below to view the MVF eligible activity, definition, reimbursable expenses and individual proof of performance requirements.

Note: In addition to Proof of Performance by activity type, all activities require [Proof of Cost](#) and [Proof of Cisco representation](#).



Advertising and Marketing

[Marketing \(Digital\) \(DG\)](#) Pg. 9

[Marketing \(Non-Digital\)](#) Pg. 9

[Telemarketing \(DG\)](#) Pg. 10

Marketing Research

[Market Research/Predictive Analytics \(DG\)](#) Pg. 11

[Marketing Automation \(DG\)](#) Pg. 11

Seminars and Events

[Seminars and Events with External Audience \(DG\)](#) Pg. 12

[Third-Party Trade Shows \(DG\)](#) Pg. 12

Integrated Campaign

[Integrated Marketing Campaign \(DG\)](#) Pg. 13

***DG** represents activities which are considered Demand Generating activities. DG activities require [leads](#) as part of the Proof of Performance.*

All activities require Proof of Performance (POP), dependent upon activity type, Proof of Cost ([Americas](#), [APJC](#), [EMEA](#)) and [Proof of Cisco representation](#). Cisco reserves the right to request additional documentation. See [Glossary of Terms](#) for further details.



Advertising and Marketing

Marketing (Digital)

Definition

The use of digital mediums to drive demand generation to support sales or marketing of Cisco solutions.

Includes:

- **Digital collateral** such as electronic toolkits or other kits used as sales support resources
- **Social Media and Social Selling** which includes paid search ads, retargeting and such via social media such as Twitter, Facebook, LinkedIn, YouTube, and other tools used for Social Media in various countries.
- **Web and Video Advertising** which includes website enhancements, video creation and content syndication
- **Email** or regularly distributed web-based publication providing a Cisco focused sales or marketing message to a targeted list of recipient subscribers.

Note: printed newsletters are considered to be direct mail and should be submitted as Marketing (Non-digital)

Reimbursable expenses

- Advertising media placement costs
- Delivery costs
- Development and production costs
- Duplication fees
- Email author fees, third-party mail house fees, graphic development, etc.
- List purchase
- Translation and localization

Required Proof of Performance (POP)

1. Leads or metric results (If Leads not collected)
2. **ONE** of the following:
 - Copy of advertisement, collateral, email, web newsletter or video with explanation of intended use or evidence of execution
 - Full URL and visual of landing page
 - Screenshot of advertisement, page, tweet, content, etc.

And

- Proof of Cost*

Marketing (Non-Digital)

Definition

The use of non-digital mediums to drive demand generation to support sales/marketing of Cisco solutions. Includes:

- TV and radio advertising
- Physically printed media (newspapers, trade magazines, business journals, catalogs, etc.) and public signage to reach consumers, business customers and prospects.
- Cisco-centric sales brochures, product guides, data sheets, white papers, promotional flyers, success stories, testimonials, reference guides, case studies, and direct mail
- Outdoor banner ads, including stationary billboards, internal advertising banners and posters

Note: Web and video advertising is treated as a separate activity within Marketing (Digital)

Reimbursable expenses

- Advertising media placement costs
- Delivery costs
- Development and production costs
- Duplication fees
- List purchase
- Postage and printing fees
- Translation and localization

Required Proof of Performance (POP)

ONE of the following:

- Copy of co-branded material or banner ad
- Copy of final produced version
- Copy of script/story board

And

- Proof of Cost*

All activities require Proof of Performance (POP), dependent upon activity type, Proof of Cost ([Americas](#), [APJC](#), [EMEA](#)) and [Proof of Cisco representation](#). Cisco reserves the right to request additional documentation. See [Glossary of Terms](#) for further details.



Advertising and Marketing

Telemarketing

Definition

Any outbound telephone calling campaigns for direct marketing to potential customers, also referred to as “telesales” or “inside sales”.

Reimbursable expenses

- Agency or call center costs
- Development and production costs
- Mailing lists and subscription costs

Required Proof of Performance (POP)

1. Leads or metric results (If leads not collected)
2. **ONE** of the following:
 - Copy of script
 - General outline with talking points

And

- Proof of Cost*



All activities require Proof of Performance (POP), dependent upon activity type, Proof of Cost ([Americas](#), [APJC](#), [EMEA](#)) and [Proof of Cisco representation](#). Cisco reserves the right to request additional documentation. See [Glossary of Terms](#) for further details.

Marketing Research

Market Research/Predictive Analytics

Definition

The use of market research, predictive analytics, and customer intelligence for data mining, analysis, and consulting from both internal and external sources. Includes purchase, rental, or subscription of customer contact lists used for approved Cisco marketing activities.

Includes: IP Listening, Digital Behavior Data, Search Data, Content Consumption Data

Reimbursable expenses

- Data mining analysis and consulting costs
- Mailing lists, procurement
- Research costs
- Subscription costs

Required Proof of Performance (POP)

1. Leads or metric results (If leads not collected)
2. Market research findings or outcome

And:

- Proof of Cost*

Marketing Automation

Definition

Marketing automation tools are used to manage campaign execution and marketing activities by utilizing 3rd party sales tools & platforms (web or mobile application) to automate repetitive tasks and management of inbound and outbound marketing tactics.

Reimbursable expenses

- Campaign management costs
- Lead management costs
- Licensing fees for marketing automation tools
- Platform management costs
- Web development costs

Required Proof of Performance (POP)

1. Leads or metric results (If leads not collected)
2. **ONE** of following:

- Complete screenshot of marketing automation tool with visible URL
- Demo of application
- Link to application download

And

- Proof of Cost*

All activities require Proof of Performance (POP), dependent upon activity type, Proof of Cost ([Americas](#), [APJC](#), [EMEA](#)) and [Proof of Cisco representation](#). Cisco reserves the right to request additional documentation. See [Glossary of Terms](#) for further details.



Seminars & Events

Seminars and Events with External Audience

Definition

A Cisco Partner-hosted event in which customers are invited to hear a subject matter expert speak on a Cisco related topic.

For third-party refer to the [Third-party Trade Shows](#) activity type.

This is a non-training event.

Reimbursable expenses

- Catering
- Collateral creation, presentation design
- Equipment
- Location rental
- Merchandise: Promotional items displaying partner logo and/or Cisco relationship logo. (\$75 per unit cap for all merchandise (must disclose number of unites purchased)
- Speaker/facilitator fees

Note: Excludes alcohol, travel, accommodations and other Non-Reimbursable Expenses. See Non-reimbursable Expenses for a complete list.

Required Proof of Performance (POP)

1. Attendee list
2. Leads or metric results (If leads not collected)
3. **ONE** of the following:
 - Agenda (date and location of event required)
 - Copy of presentation which supports the event (date and location of event required)

And

- Proof of Cost*

Note: If executed as a series, must include dates and locations for all instances

Third-Party Trade Shows

Definition

Participation and inclusion in third-party sponsorship events that are NOT owned or driven by Cisco or the Cisco partner but executed by third-parties. There should be a strong promotional benefit to Cisco with lead generation.

- Must NOT include any event where Cisco is signing a contract or sponsorship agreement or where Cisco is listed as a sponsor or co-sponsor.
- This is the reimbursement for a Partner incurred expense, not a means of payment for a Cisco incurred expenditure. Example: Participation in conferences, trade shows, exhibitions, fairs and other business-orientated events held at a physical or virtual location.

Reimbursable expenses

- Collateral creation, presentation design
- Equipment
- Merchandise: Promotional items displaying Cisco relationship logo. (\$75 per unit maximum)
- Sponsorship costs incurred by the partner

Note: Excludes alcohol, travel, accommodations and other Non-Reimbursable Expenses such as Charity events and donations

Required Proof of Performance (POP)

1. Leads or metric results (If Leads not collected)
2. **ONE** of the following:
 - Sponsorship Agreement
 - Statement of Work (SOW)

Documentation which MUST include:

1. Date and location of event
2. Event audience
3. Event description
4. Agenda, if applicable

And

- Proof of Cost*

Integrated Campaign

Integrated Campaign

Definition

Integrated Campaign is an opportunity to create a single application or platform encompassing multiple marketing activities, which work together towards a unified objective. There must be a strong promotional benefit to Cisco, focused on Cisco products, solutions and offerings.

All activities require Proof of Performance (POP), dependent upon activity type, Proof of Cost ([Americas](#), [APJC](#), [EMEA](#)) and [Proof of Cisco representation](#). Cisco reserves the right to request additional documentation. See [Glossary of Terms](#) for further details.

Primary and secondary activity options

- Eligible activity options will display during the activity submission process
- Primary activities options are limited to demand generating activities
- Secondary options are supporting activities and are limited based upon regional decisions

Reimbursable expenses

- Reimbursable expenses and POP should match the requirements listed for the specific activities chosen within the Integrated Campaign.
- A single claim is required to support the entire Integrated Campaign

Required Proof of Performance (POP)

1. Leads or metric results (If Leads not collected)
2. POP required for each activity selected within Campaign

And:

- Proof of Cost for entire campaign cost*



Leads and metrics for demand generation activities

Activities noted as [Demand Generation](#) activities require Leads, in addition to Proof of Performance and are associated to the overall campaign. Leads collected may be uploaded when they are generated prior to the claim submission or combined with the claim submission.

Partner's customer information loaded into Marketing Velocity Central, the fund manager or Cisco Salesforce.com does not enter Cisco's marketing database and is not used by Cisco for future marketing purposes unless the customer's permission is given. For more information on the leads process, see [video](#) or [infographic](#).
[Leads management \(video\)](#) [Leads management \(infographic\)](#)

In the event Leads are not available for Demand Generation activities, the following metrics will be required as additional Proof of Performance and must be submitted with the claim.

Claims in which metrics are submitted in place of Leads will require additional exception review and may result in a delayed approval decision.

Activity Type

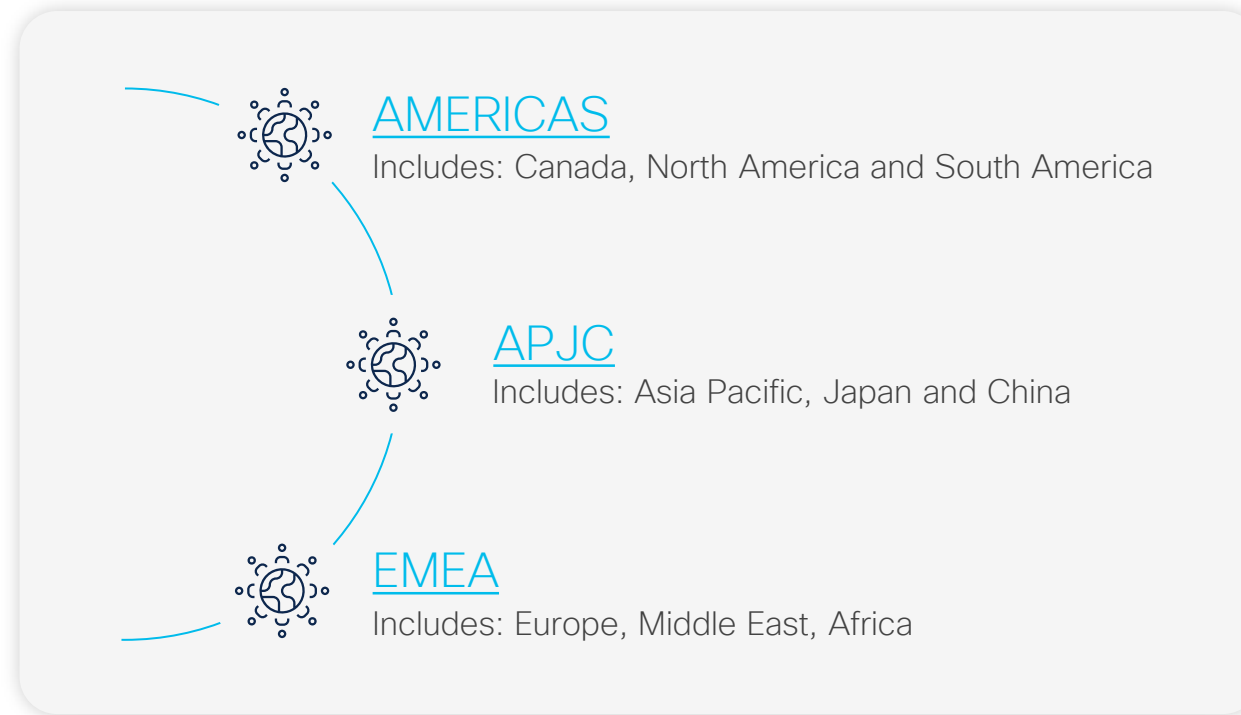
Metrics

| | |
|--|---|
| Marketing (Digital) | <ul style="list-style-type: none"> • Explanation for missing Leads • # of target customers • # of clicks • Click-through-Rate • # of impressions |
| Third-Party Trade Shows | <ul style="list-style-type: none"> • Explanation for missing Leads • # of attendees |
| Market Research/Predictive Analytics | <ul style="list-style-type: none"> • Explanation for missing Leads • # of target customers |
| Marketing Automation | <ul style="list-style-type: none"> • Explanation for missing Leads • # of target customers |
| Seminars and Events with External Audience | <ul style="list-style-type: none"> • Explanation for missing Leads • # of attendees |
| Telemarketing | <ul style="list-style-type: none"> • Explanation for missing Leads • # of target customers |

Proof of Cost Overview

Cisco requires Proof of Cost (POC) to identify eligible reimbursable expenses, incurred by the partner, when executing an approved co-marketing activity.

Click regional link below to view required POC.



Proof of Cost requirements – Americas

Proof of Cost (POC) documentation required to show the total cost of the marketing activity.

Anytime a third-party vendor is used

Proof of Cost must include:

1. Third-party vendor invoice

AND

2. Partner to Cisco invoice for total reimbursement amount (itemized)*

Activities executed using only internal marketing resources

Proof of Cost must include:

- Partner to Cisco invoice for total reimbursement amount (itemized)*

Invoice/POC Requirements

| Invoice requirements | Third-party Invoice | Partner to Cisco Invoice | Options |
|---|---|--------------------------|---|
| (1) Activity description | Yes, required | Yes, required | |
| (2) Activity start and end dates | Not required if additional POP documents confirm activity start and end dates | Yes, required | |
| (3) Itemized list of goods and services | Preferred | Yes, required | * Itemization template can be submitted in place of invoice/POC itemization line items. |
| (4) Recipient name | Yes, required | Yes, required | |
| (5) Total cost of activity | Yes, required | Yes, required | |
| (6) Unique invoice number | Yes, required | Yes, required | |
| (7) Invoice/POC date | Yes, required | Yes, required | |

Note: Additional Invoice templates available within the following Program Information webpages: [Canada](#), [Latin America](#), [United States](#).

Proof of Cost requirements – APJC and EMEA

Proof of Cost (POC) documentation required to show the total cost of the marketing activity.

Final tax invoice will be requested from Cisco and/or Cisco’s in-country Tax team once the claim amount is approved.

Anytime a third-party vendor is used

Proof of Cost must include:

1. Third-party vendor invoice

AND

2. Partner to Cisco internal cost documentation for total reimbursement amount (itemized)*

Activities executed using only internal marketing resources

Proof of Cost must include:

- Partner to Cisco internal cost documentation for total reimbursement amount (itemized)*

Invoice/POC Requirements

| Invoice requirements | Third-party Invoice | Partner to Cisco Invoice | Options |
|---|---|--------------------------|--|
| (1) Activity description | Yes, required | Yes, required | |
| (2) Activity start and end dates | Not required if additional POP documents confirm activity start and end dates | Yes, required | |
| (3) Itemized list of goods and services | Preferred | Yes, required | * Itemization template can be submitted in place of cost documentation |
| (4) Recipient name | Yes, required | Yes, required | |
| (5) Total cost of activity | Yes, required | Yes, required | |
| (6) Unique invoice number | Yes, required | Yes, required | |
| (7) Invoice/POC date | Yes, required | Yes, required | |

- **Final tax invoice** will be requested from Cisco and/or Cisco’s in-country Tax team once the claim amount is approved.
- Regional Tax Invoice templates available within the following Program Information webpages: [APAC](#), [China](#), [Japan](#) and [EMEA](#)

Proof of Cost – Itemization Template

Cisco requires itemized expenses which include a short description of expenses and the associated costs.

As an alternative to itemizing the official invoice, you may complete the attached template and upload with the remaining claim requirements.

Double click image to launch template



MARKETING VELOCITY FUNDS - INVOICE ITEMIZATION TEMPLATE

Partner Instructions: Complete the yellow fields as instructed below.

1. Complete the required fields in Section 1
2. Choose the Activity Type(s) in the Section 2 (The itemization line items will display)
3. Add the itemization amount per line item

Note:
 -This is just a guide for itemization breakdown, your actual itemization may be different.
 -If the associated cost is \$0, put a \$0 in the associated line.

SECTION 1

| | |
|---|--|
| Bill to: Cisco Systems | |
| Partner Name <i>(Required)</i> | |
| Activity #ID <i>(Required)</i> | |
| Invoice Number <i>(Required only if using template as invoice or Proof of Cost)</i> | |
| Invoice Date <i>(Required only if using template as invoice or Proof of Cost)</i> | |
| Activity Start & End Dates <i>(Required only if using template as invoice or Proof of Cost)</i> | |
| Activity Description <i>(Required only if using template as invoice or Proof of Cost)</i> | |

SECTION 2

| Activity Type #1 <i>(Select from Dropdown below)</i> | Associated Costs | Amount |
|--|------------------|-------------|
| Market Research/Predictive Analytics | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| Activity # 1 Subtotal | | \$ - |

| Activity Type #2 <i>(Select from Dropdown below)</i> | Associated Costs | Amount |
|--|------------------|-------------|
| <i>Click to select from drop-down list</i> | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| Activity # 2 Subtotal | | \$ - |

| Activity Type #3 <i>(Select from Dropdown below)</i> | Associated Costs | Amount |
|--|------------------|-------------|
| <i>Click to select from drop-down list</i> | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| | | \$ - |
| Activity # 3 Subtotal | | \$ - |

| Activity Type #4 <i>(Select from Dropdown below)</i> | Associated Costs | Amount |
|--|------------------|--------|
| <i>Click to select from drop-down list</i> | | \$ - |
| | | \$ - |
| | | \$ - |

FY23 Marketing Velocity Funds Calendar

| FIRST QUARTER | | | | | | | |
|---------------|-----|----|----|----|----|----|----|
| AUGUST | | | | | | | |
| WK | MO | S | M | T | W | T | S |
| 1 | AUG | 31 | 1 | 2 | 3 | 4 | 5 |
| 2 | | 7 | 8 | 9 | 10 | 11 | 12 |
| 3 | | 14 | 15 | 16 | 17 | 18 | 19 |
| 4 | | 21 | 22 | 23 | 24 | 25 | 26 |
| | | | | | | | 27 |
| SEPTEMBER | | | | | | | |
| | S | M | T | W | T | F | S |
| 5 | AUG | 28 | 29 | 30 | 31 | 1 | 2 |
| 6 | SEP | 4 | 5 | 6 | 7 | 8 | 9 |
| 7 | | 11 | 12 | 13 | 14 | 15 | 16 |
| 8 | | 18 | 19 | 20 | 21 | 22 | 23 |
| | | | | | | | 24 |
| OCTOBER | | | | | | | |
| | S | M | T | W | T | F | S |
| 9 | SEP | 25 | 26 | 27 | 28 | 29 | 30 |
| 10 | OCT | 2 | 3 | 4 | 5 | 6 | 7 |
| 11 | | 9 | 10 | 11 | 12 | 13 | 14 |
| 12 | | 16 | 17 | 18 | 19 | 20 | 21 |
| 13 | | 23 | 24 | 25 | 26 | 27 | 28 |

| SECOND QUARTER | | | | | | | |
|----------------|-----|----|----|----|----|----|----|
| NOVEMBER | | | | | | | |
| WK | MO | S | M | T | W | T | S |
| 1 | OCT | 30 | 31 | 1 | 2 | 3 | 4 |
| 2 | NOV | 6 | 7 | 8 | 9 | 10 | 11 |
| 3 | | 13 | 14 | 15 | 16 | 17 | 18 |
| 4 | | 20 | 21 | 22 | 23 | 24 | 25 |
| | | | | | | | 26 |
| DECEMBER | | | | | | | |
| | S | M | T | W | T | F | S |
| 5 | NOV | 27 | 28 | 29 | 30 | 1 | 2 |
| 6 | DEC | 4 | 5 | 6 | 7 | 8 | 9 |
| 7 | | 11 | 12 | 13 | 14 | 15 | 16 |
| 8 | | 18 | 19 | 20 | 21 | 22 | 23 |
| | | | | | | | 24 |
| JANUARY | | | | | | | |
| | S | M | T | W | T | F | S |
| 9 | DEC | 25 | 26 | 27 | 28 | 29 | 30 |
| 10 | JAN | 1 | 2 | 3 | 4 | 5 | 6 |
| 11 | | 8 | 9 | 10 | 11 | 12 | 13 |
| 12 | | 15 | 16 | 17 | 18 | 19 | 20 |
| 13 | | 22 | 23 | 24 | 25 | 26 | 27 |

| THIRD QUARTER | | | | | | | |
|---------------|-----|----|----|----|----|----|----|
| FEBRUARY | | | | | | | |
| WK | MO | S | M | T | W | T | S |
| 1 | JAN | 29 | 30 | 31 | 1 | 2 | 3 |
| 2 | FEB | 5 | 6 | 7 | 8 | 9 | 10 |
| 3 | | 12 | 13 | 14 | 15 | 16 | 17 |
| 4 | | 19 | 20 | 21 | 22 | 23 | 24 |
| | | | | | | | 25 |
| 5 | | | | | | | |
| MARCH | | | | | | | |
| | S | M | T | W | T | F | S |
| 5 | FEB | 26 | 27 | 28 | 1 | 2 | 3 |
| 6 | MAR | 5 | 6 | 7 | 8 | 9 | 10 |
| 7 | | 12 | 13 | 14 | 15 | 16 | 17 |
| 8 | | 19 | 20 | 21 | 22 | 23 | 24 |
| | | | | | | | 25 |
| APRIL | | | | | | | |
| | S | M | T | W | T | F | S |
| 9 | MAR | 26 | 27 | 28 | 29 | 30 | 31 |
| 10 | APR | 2 | 3 | 4 | 5 | 6 | 7 |
| 11 | | 9 | 10 | 11 | 12 | 13 | 14 |
| 12 | | 16 | 17 | 18 | 19 | 20 | 21 |
| 13 | | 23 | 24 | 25 | 26 | 27 | 28 |

| FOURTH QUARTER | | | | | | | |
|----------------|-----|----|----|----|----|----|----|
| MAY | | | | | | | |
| WK | MO | S | M | T | W | T | S |
| 1 | APR | 30 | 1 | 2 | 3 | 4 | 5 |
| 2 | MAY | 7 | 8 | 9 | 10 | 11 | 12 |
| 3 | | 14 | 15 | 16 | 17 | 18 | 19 |
| 4 | | 21 | 22 | 23 | 24 | 25 | 26 |
| | | | | | | | 27 |
| JUNE | | | | | | | |
| | S | M | T | W | T | F | S |
| 5 | MAY | 28 | 29 | 30 | 31 | 1 | 2 |
| 6 | JUN | 4 | 5 | 6 | 7 | 8 | 9 |
| 7 | | 11 | 12 | 13 | 14 | 15 | 16 |
| 8 | | 18 | 19 | 20 | 21 | 22 | 23 |
| | | | | | | | 24 |
| JULY | | | | | | | |
| | S | M | T | W | T | F | S |
| 9 | JUN | 25 | 26 | 27 | 28 | 29 | 30 |
| 10 | JUL | 2 | 3 | 4 | 5 | 6 | 7 |
| 11 | | 9 | 10 | 11 | 12 | 13 | 14 |
| 12 | | 16 | 17 | 18 | 19 | 20 | 21 |
| 13 | | 23 | 24 | 25 | 26 | 27 | 28 |

- Fund upload
- Fund acknowledgment Deadline (2 weeks from upload date)
- Last day to submit Customized Marketing Applications for current quarter fund period
- Previous months approved claims are processed for payment (Expect approx. 3-4 weeks from processing to payment)

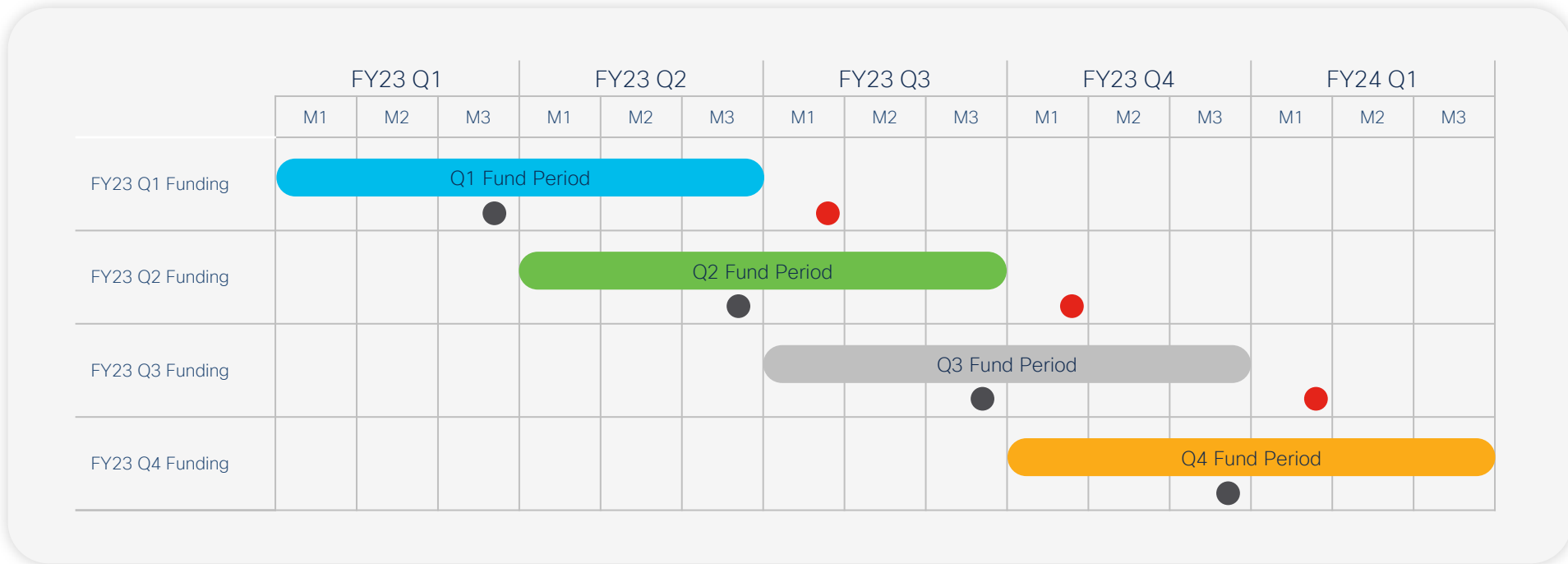
- Last day to submit Claims, Proof of Cost (Including Tax Invoice for EMEAR and APJC) and Proof of Performance for Applications from the previous fund period.
- Outstanding claims must be finalized or will be denied

IMPORTANT REMINDERS:

- Applications must be submitted/resubmitted 5 days prior to activity start date.
- Activities cannot start until an application is fully approved
- Expired Funds, Applications and Claims will not be reopened (except under extreme circumstances)

FY23 v1.0 (Partner)

MVF Activity Execution Timeline



Reminders

- Activities must be in Approved status before activity start date
- Activities may start anytime within the 2 quarter Fund Period
- Activity must start and end within the Fund Period
- All activity applications must be submitted by week 11 of the Fund Period regardless of activity start date
- Claim, POC & Tax Invoice, POP are due 30 days following the Fund Period
- Leads are due 30 days from the activity end date or at the claim deadline, whichever is earlier

- Activity submission due date – Wk 11
- Claim due date – End of Fund Period +30



Glossary of terms

Demand Generation (DG): Marketing activities that generate interest for Cisco products, services and software. DG activities require partners to collect and report Leads when submitting an MVF claims for reimbursement.

Fund Period: The Cisco fiscal timeframe in which the marketing funds are provided and the timeline in which the marketing activity must start and end. See [MVF Activity Execution Timeline](#) for specific information.

Fund Quarter: The Cisco fiscal quarter in which the marketing funds are provided.

Invoice Itemization: Itemized list of goods and/or services purchased. Each item or service would be listed per line, including description of item and amount/quantities. An Itemization Template can be found in the Program Information pages within the [Fund Manager tool](#).

Proof of Cost (POC): Documentation required to show the total cost of a marketing activity.

Partner invoice: Partner issued cost document. See POC document requirements listed above.

Proof of Cisco Representation: All produced marketing materials, assets, events, etc., whether digital or non-digital, must include proof of Cisco representation. All funded co-marketing activities must reference Cisco products, services, solutions, and/or technologies, or must involve a visual display of the Cisco Partner relationship logo. Proof of Cisco representation may be included within the proof of performance required for the activity type or through additional documentation. (Click here to view the [Logo Guidelines](#).)

Proof of Cisco Representation: All produced marketing materials, assets, events, etc., whether digital or non-digital, must include proof of Cisco representation. All funded co-marketing activities must reference Cisco products, services, solutions, and/or technologies, or must involve a visual display of the Cisco Partner relationship logo. Proof of Cisco representation may be included within the proof of performance required for the activity type or through additional documentation. (Click here to view the [Logo Guidelines](#).)

Proof of Execution (POE): POE is a term which references Proof of Cost, Proof of Performance and Proof of Cisco representation.

Proof of Performance (POP): Documentation required to prove that the approved marketing activity was executed as agreed upon. Required documentation differs depending upon the activity type executed. Refer to the [Activity list](#) for more information.

Statement of Work: Partner or third-party vendor issued Statement of Work (SOW) for the service provided. The SOW must outline:

- Scope and purpose of the services performed
- Consulting engagement start and end date
- Milestones
- Total cost of activity

Tax Invoice: A tax invoice is a legal document issued by the partner to Cisco of their taxable supply of goods and services.

Third-party vendor invoice: A dated invoice from a third-party company supplying or performing an activity. The invoice must be issued to the Partner company as the recipient of the goods or services. See POC document requirements listed above.

Program Policy

1. Background

The Cisco Marketing Velocity Funds Program described in this document (“Program”) provides participating Cisco authorized channel partners ("Partners") with tools, services, and other resources to help them market and promote their products, services, and solutions. Approved Partners will have an opportunity to work with Cisco or its designated marketing vendors to develop and design campaigns around Cisco products or services, with a portion of the approved costs to be funded by Cisco. For the avoidance of doubt, Cisco reserves the right to approve funding or payments related to the Program at its discretion.

2. Program Rules

As a condition to participating in the Program and receiving any funds from Cisco, Partner agrees to comply with all terms and conditions of this Partner Co-Marketing Program Requirements document, including the Terms and Conditions set forth in this Appendix (collectively, the "Requirements"). Cisco may update the Requirements from time to time; all such changes to the Requirements are binding on Partner. Cisco will exercise commercially reasonable efforts to advise Partner of material changes to the Requirements. These Requirements cover all aspects of Partner’s participation in the Program and remain in effect even if Partner leaves the Program.

In addition to any of its other remedies, Cisco reserves the right to terminate Partner from participation in this Program for the following reasons: (a) submission of false, misleading, or incomplete program information, including claims for sales or completion of activities under the Program; (b) other fraud or abuse of this or other Cisco marketing or sales programs; and (c) the distribution of products purchased from any source other than Cisco.

Any Partner that is a Government Entity (as defined below) is not eligible for any rebate, incentive, credit, or other payment of any kind under this Program.

“Government Entity” means any national, provincial, or local government, department, agency, instrumentality, state-owned or state-controlled (in whole or in part) company, public international organization, political party, or entity that is financed in large measure through public appropriations, is widely perceived to be performing government functions, or has its key officers and directors appointed by a government.

Cisco will not pay any rebates to any Partner that is: (a) subject to sanctions by the United States, United Kingdom, European Union, or other government; or (b) located in a country where Cisco has publicly announced that Cisco is not conducting business operations.

3. Partial Funding and Liability

At its discretion, Cisco will determine the proposed Partner marketing activities to receive Program funding and the amount of funding. All funds remain the property of Cisco until paid. Amounts approved for any Program activity may be reduced or revoked at Cisco’s discretion and Partner is liable for any balance due. To receive funding, all approved marketing activities must be completed before the expiration of any schedule set by Cisco.

Partner is solely liable for any cost, fee, or other liability assumed under any agreement entered into between Partner and any third-party vendor associated with the Program. Partner acknowledges and agrees that Cisco is not a surety or guarantor of Partner’s payment or performance under any third-party agreement.

4. Program Limitations

Participation in the Program is at Partner’s sole risk. CISCO DISCLAIMS ALL PROMISES OR GUARANTEES THAT ANY MARKETING CAMPAIGN OR OTHER PROGRAM ACTIVITY WILL BE SUCCESSFUL OR OTHERWISE LEAD TO AN INCREASE IN SALES OR PROFITS, IMPROVE GROWTH, OR ACHIEVE ANY OTHER DESIRED RESULT CONTEMPLATED BY THE PARTNER.

5. Cisco Brand Compliance

To ensure there is never a negative impression of Cisco based on where an advertisement is viewed, an agency, marketing, or ad execution partner is responsible for ensuring full compliance with Cisco's Brand Safety Guidelines (in addition to complying with Cisco Co-Branding Guidelines) using all available paid media inventory management controls. Paid media inventory management includes the use of blacklists, blocked risk categories of sites, and ad verification technologies, agreeing that no ads containing a Cisco logo of any kind will appear against websites that contain the following unacceptable themes:

- Politically-charged content
- Adult or sexual themes
- Offensive language, or hate speech
- Weapons/violence
- Alcohol, drugs, or tobacco
- Religious content

An execution partner and/or Cisco Partner is responsible for ensuring that any targeted inventory does not include any barred sites.

Program Policy

6. Resale Agreement; Order of Precedence

As a condition to participating in the Program, all Partners must have in place an agreement with Cisco authorizing the resale of Cisco products or services (a "Resale Agreement"), which may be a Systems Integrator Agreement, an Indirect Channel Partner Agreement, or another similar agreement; and the participating Partner agrees that all of the terms of such Resale Agreement (including all terms relating to compliance with global anti-corruption terms and applicable laws) apply to all of Partner's activities under the Program. In the event of a conflict between the terms of a Resale Agreement and these Requirements, the terms of the Resale Agreement will control.

7. Hiring

Partner agrees that under no circumstances shall any employees or contractors hired as a result of the MVF Requirements, or the funding provided hereunder, be deemed to be employees or contractors of Cisco and Partner agrees to defend and indemnify Cisco against any and all such claims, howsoever arising.

8. Compliance with Global Anti-corruption Terms

In addition to compliance with all anti-corruption terms set forth in the Resale Agreement, Partner represents and agrees that:

- a) it shall use the Program funding or other resources made available under the Program only for lawful purposes, consistent with Cisco's Anti-corruption Policy (posted [here](#)) and solely as approved by Cisco; and
- b) before receipt of any particular funding from Cisco under the Program, at least one of Partner's representatives who supports Partner's business with Cisco has taken, within the last twelve (12) months, Cisco's online anticorruption training (free of charge), available [here](#)

You may use your Cisco Partner Cisco.com ID and password to launch into such training website. Once in the site, you will be directed to the Cisco Partner Education webpage, where you can use the "Search" box (top right) to find the "Anti-corruption" training. This training is available in various languages that you can select: English, Chinese, French, German, Italian, Japanese, Spanish, Polish, and Portuguese.

Contact publicsectorcompliance@cisco.com if you have questions regarding this training.

Program Policy

9. Program Payment Policy

9.1. Cisco will make Program Payments only to those Partners with whom Cisco has a valid contract. A valid contract is defined as a signed agreement between Cisco and the Partner, including but not limited to an Indirect Channel Partner Agreement (ICPA), Systems Integrator Agreement (SIA), Global Reseller Agreement, Distributor Agreement, or any other agreement that authorizes the purchase of Cisco products and/or services for resale or managed services (collectively “Agreement”). In addition, the Partner must accept all applicable program terms and conditions for each Partner Program in which it wishes to participate.

9.2. Payment Location for Program Payments

9.2.1. One or more Partner legal entities may execute the Agreement.

9.2.2. Cisco assigns each entity that executes an Agreement to a Country Group. Country Groups may consist of a single country or multiple countries. Cisco, in its discretion, maintains the Country Group mappings. Some Cisco programs apply Program Payments at the Country Group level, while others apply Program Payments at the country level.

9.2.3. Cisco makes Program Payments based on the country of the Partner Program agreement (or Program Terms and Conditions, as applicable) or the Partner’s assigned Country Group, if applicable.

9.2.4. For each Country Group, one of the Partner legal entities that executed the Agreement must accept Partner Program Terms and Conditions for that Country Group.

9.2.4.1. Partner must select a legal entity located in one of its authorized Territories in the Country Group as the entity and location for payment. The beneficiary of the payment must be the entity identified by the Partner when accepting the terms and conditions of the Partner Program.

9.2.5. For Program Payments earned at the Country Group level, all Program Payments will be made only to a bank account in the country selected by the Partner for the receipt of Program Payments. The country of the bank account must be located within the Country Group.

9.2.6. For Program Payments earned at the country level, all Program Payments will be made only to the bank account in the country associated with the Partner Program terms and conditions.

9.2.7. Partners operating in the CANSAC region, India, and Ukraine must follow the additional payment restrictions identified in Table 1.

9.2.8. The beneficiary of the payment must be the entity identified by Partner when accepting these Partner Program Terms and Conditions.

9.2.9. The Program Payment location must remain constant for the duration of the Partner Program period.

9.3. Beneficiary, Banking, and Contact Policy

9.3.1. Partners may not nominate third parties to receive Program Payments directly from Cisco on behalf of the Partner.

9.3.2. Partner payments to a payment aggregator will not be allowed.

9.3.3. Individuals may not receive payments. Only corporate entities may receive payments.

9.4. Incorrect Program Payments

9.4.1. In a scenario where payments were calculated and/or payment amount paid incorrectly, Cisco reserves the right to either request that the Partner return the payment or reduce future payments accordingly under any program in which the partner is participating.

Program Policy

| Location of sales related to program payment | Country group assigned by Cisco | Where rebate must be paid |
|--|---------------------------------|---|
| CANSAC | CANSAC | All incentive and rebate payments earned in CANSAC will be paid to the mainland country identified by partner. If no incentives are earned in mainland countries, payments may be made to the authorized territory in an island country (Anguilla, Antigua and Barbuda, Aruba, Bahamas, Barbados, Belize, Bermuda, Cayman Islands, Dominica, Dominican Republic, Grenada, Guadelope, Jamaica, Martinique, Montserrat, Netherlands Antilles, Puerto Rico, Sant Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Trinidad and Tobago, Turks and Caicos Islands, Virgin Islands, British Virgin Islands, US.) in CANSAC |
| India | India sub-continent | All incentive and rebate payments earned in the India Subcontinent country group will be paid in India. If no incentives were earned in India, payments will be made to the authorized territory within India Subcontinent country group. |
| Ukraine | Europe East | All payments earned in the Europe East Country Group will be paid to the Partner entity in Ukraine if any incentive is earned there. If no incentives are earned in Ukraine, payments will be made to the authorized territory within Europe East. |



General Information

- [Marketing Velocity Central](#)
- Click on Training and Support from the Marketing Velocity Central home page for additional resources and on-line training.

Contact Us

Global helpdesk contact information

| Region | Language | Phone # |
|--------|------------|-------------------|
| EMEA | English | +44 117 456 5054 |
| AMER | English | +1 (855) 425-7105 |
| | English | +1 (312) 425-2995 |
| | Japanese | +81-50-3205-0972 |
| APAC | Chinese | +852 3018 9262 |
| | English | +1 (312) 425-2995 |
| LATAM | Portuguese | +55 81 4042 1797 |
| | Spanish | +52 81 5350 9502 |

Global helpdesk email: Cisco@Ansira.com

Global helpdesk coverage hours (all local times)

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---------|---------|-----------|----------|---------|----------|--------|
| 24 hrs. | 24 hrs. | 24 hrs. | 24 hrs. | 24 hrs. | Closed | Closed |



Cisco
Marketing Velocity
Funds

Version Control

| Version Number | Author | Purpose/Change | Date |
|----------------|------------------|------------------------|----------|
| v1.0 | Lynell Mulvihill | FY23 Final | 07/25/22 |
| v1.1 | Lynell Mulvihill | Minor edit page 5 | 07/29/22 |
| V1.2 | Lynell Mulvihill | Added revised MVF logo | 08/03/22 |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |