FY21 Activity List with Required Proof-of-Performance and Proof-of-Cost

All Activities Require:

1. Proof-of-performance: See activity list for details.
2. Proof-of-cost: Either a third-party Invoice or a breakdown of internal costs on partner company's letter-headed stationary reflecting the full cost of the activity.
3. 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.

Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance and Proof-of-Cost
Advertising and Collateral (Non-digital)	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 and public signage • Cisco-centric sales brochures, product guides, data sheets, white papers, promotional flyers, success stories, testimonials, reference guides, case studies, and direct mail Note: Web and video advertising is treated as a separate activity.	• Advertising media placement costs • Development and production costs • Duplication fees • Postage and delivery costs • Translation and localization	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. AND ONE of the following: • Copy of co-branded material • Copy of final produced version • Copy of script/story board AND • Itemized invoice
Certification/ Specialization (In-person)* *Temporarily not available	Cisco Certification/Specialization courses and boot camps. (Must be Cisco content)	• Course and certification costs • Exam fees (requires passing score) Note: Excludes alcohol, travel, accommodations, and other non-reimbursable expenses. See "Non-reimbursable expenses" for a complete list.	ONE of the following: • Certificate of Completion • Exam Score Report with attendee list (Passing Grade required) AND • Itemized invoice
Certification/ Specialization* *VIRTUAL ONLY due to COVID-19	Cisco Certification/Specialization courses and boot camps. (Must be Cisco content)	• Course and certification costs • Exam fees (requires passing score) Note: Excludes alcohol, travel, accommodations, and other non-reimbursable expenses. See "Non-reimbursable expenses" for a complete list.	ONE of the following: • Certificate of Completion • Exam Score Report with attendee list (Passing Grade required) AND • Itemized invoice

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Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance and Proof-of-Cost
Cloud Professional Services	A mentored installation provided to a customer through a partner in which the partner receives hands on training in a real-world installation.	• Third-party integrator facilitation fees	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. AND 1. Name of customer service delivered. 2. Site visit report. AND • Itemized invoice
Collateral (Digital)	A broad range of digital assets used to support sales and marketing of Cisco solutions. Includes Cisco-centric videos, electronic toolkits or other kits used as informational giveaways or sales support resources.	• Delivery costs • Development and production costs • Duplication fees • Translation and localization	• Copy of co-branded material, or actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. AND • Itemized invoice
Event Deposit* *Temporarily not available	Event deposits only. Activity is limited to event deposits required by a third-party vendor prior to the actual event date. Event deposits are limited to services such as location rental, catering, speaker fees, and equipment rentals. This activity type is not intended to cover the full cost of the event and does not include the purchase of merchandise or demo equipment. The deposit due date is considered to be the activity start date and must be within the quarter in which it is funded.	• Event deposits are limited to deposits such as location rental, catering, speaker fees, and equipment rental. Note: This activity type is NOT intended to cover the full cost of the event and does not include the purchase of merchandise or demo equipment.	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. AND ONE of the following: • Project Plan • Third-party Statement of Work (SOW) AND 1. Internal Proof-of-cost (itemized invoice) 2. Third-party vendor invoice (itemized invoice) The following information must be included in the above: • Confirmation of actual activity dates-description • Planned Cisco representation or clear outline of Cisco benefits
Event Sponsorships/ Trade Shows (In-person)* *Temporarily not available	Participation and inclusion in various end-users sponsorship events that are NOT owned or driven by Cisco or the Cisco partner. There should be a strong promotional benefit to Cisco. Includes participation in conferences, trade shows, exhibitions and other Cisco business-oriented events held at a physical location.	• Development and production costs of marketing materials • Event costs • Marketing program and sponsorship costs Note: Excludes alcohol, travel, accommodation, and other non-reimbursable expenses. See “Non-reimbursable expenses” for a complete list.	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. AND ONE of the following: • Statement of Work (SOW) • Sponsorship agreement or breakdown Document(s) must include: 1. Name of event 2. Event description 3. Event start and end date AND • Itemized Invoice

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Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance and Proof-of-Cost
Event Sponsorships/ Tradeshows (VIRTUAL ONLY)	Participation and inclusion in various end-users sponsorship events that are NOT owned or driven by Cisco or the Cisco partner. There should be a strong promotional benefit to Cisco. Includes participation in conferences, trade shows, exhibitions and other Cisco business-oriented events held at a physical location.	• Development and production costs of marketing materials • Event costs • Marketing program and sponsorship costs Note: Excludes alcohol, travel, accommodations, and other non-reimbursable expenses. See "Non-reimbursable expenses" for a complete list.	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. AND ONE of the following: • Statement of Work (SOW) • Sponsorship agreement or breakdown Document(s) must include: 1. Name of event 2. Event description 3. Event start and end date AND • Itemized invoice
Funded Heads	Individual employed by partner to direct, promote, and sell Cisco products. Includes Cisco sales specialists, business development managers, marketing professionals and engineers solely focused on Cisco and Cisco products. Note: To the extent that Cisco contributes toward the funding of a personnel "hire" or "headcount", Cisco's involvement is limited to that stated within the funded head activity type definition above and/or reimbursable expenses section, and partner shall ensure that Cisco is not deemed to be an employer of the relevant personnel.	• Salary of funded head, limited to the pre-approved amount submitted by the partner and agreed to by Cisco	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. AND ONE of the following: • Statement of Work (SOW) – minimum 30 days, and not to exceed beyond the deadline for the earned fund. • Signed letter from company official. Signed letter OR Statement of Work outlining the following: • Date of assignment • Employee name • Job description • Outline of dedicated initiative AND • Itemized invoice
Market Research/ Customer Intelligence	Customers or market research related to data mining, analysis, and consulting from both internal and external sources. Includes purchase, rental, or subscription of customer contact lists.	• Data mining analysis and consulting costs • Mailing lists, procurement, and subscription costs used for approved Cisco marketing activities. • Research costs	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. AND ONE of the following: • Itemized 3rd party vendor invoice • Purchase order • SOW for consulting services
Predictive Analytics	Predictive analytics that focuses on monitor and engaging net-new and existing customers during the buyers' journey. Includes: IP listening, digital behavior data, search data, content consumption data	• Cost associated with providing analytical and search data specific to potential buyers	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. AND • Statement of Work with detailed cost of service. AND 1. Internal itemized proof-of-cost 2. Itemized third-party vendor invoice

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Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance and Proof-of-Cost
Marketing Automation	Marketing automation streamlines the development, execution, and management of inbound and outbound marketing tactics. Platform management covers organizational structures, roles and responsibilities, and the interconnections between marketing and sales technologies.	• Costs associated with campaign management, lead management and platform management. • Licensing fees for marketing automation tools • Web development costs	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. This can include copy of revised web content (if applicable). AND • Marketing automation tool name and URL AND • Itemized third-party vendor invoice
Merchandising	Any Cisco and partner co-branded materials and items that includes the appropriate Cisco partner relationship logo. This logo can be co-branded with the partner company logo (See Logo Guidelines for details). Merchandise must be intended to support a specific Cisco program or event. Merchandise should be available to a wide external audience. Not to be confused with gifts to dedicated customers or prizes for sale incentives.	• Development and production costs	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. This includes visual of co-branded material or agency rendering/mock-up. AND • Itemized third-party vendor invoice
Network Assessments	Any Cisco-approved cloud or other network assessments designed for use in prospecting and/or providing visibility and opportunity into an existing or potential customer's network. Cisco partner cannot reimburse for network assessment they do for their own customer.	• Cloud assessment services and network assessment services costs (from approved third-party vendor)	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. AND ONE of the following: • Assessment output report • Workshop agenda/project plan AND • Itemized invoice
Sales Call Out Days	Sales-focused telemarketing days. Includes Call Blitz, Sales Floor Days, and similar sessions. There must be a demand generation requirement as a part of this activity.	• Development and production costs • Event costs • Facilitator/trainer	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. AND ONE of the following: • Event flyer • Invitation • Planning deck AND • Itemized invoice or cost of activity, either in-house or external

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Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance and Proof-of-Cost
Sales Incentives (Cash/Non-cash)	Any partner reward for a contest, incentive and/or promotion activity that targets eligible sales individuals within the partner organization. Cash: Includes sales SPIFFs or other sales incentives paid in the form of cash or cash equivalent including gift cards redeemable for cash, such as American Express, Visa, and Master Card gift cards. Non-cash: Includes sales contests or other sales incentives paid in the form of non-cash rewards, prizes or giveaways including product gift cards that are not redeemable for cash, such as restaurant gift cards, retail store credit gift cards, etc.	• Contest and administration fees Incentives and prizes	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. This needs to include the following: 1. Dates of execution 2. Incentive description and objective showing Cisco focus 3. Incentive program eligibility and rules 4. Itemized list of prizes and quantities (Cisco products not allowed as prizes) 5. Names of winners, with a list of the amount paid to each individual (if applicable) AND • Itemized invoice If administration fee only: 1. Dates of execution 2. Incentive description and objective showing Cisco focus 3. Incentive program eligibility and rules
Seminars and Events, Training with Internal Audience (In-person)* *Temporarily not available	A Cisco partner-hosted event, seminar, sales meeting, or training in which Cisco teams are invited to hear a subject matter expert speak to a Cisco related topic.	• Event costs Note: Excludes alcohol, travel, accommodations, and other non-reimbursable Expenses. See “Non-reimbursable Expenses” for a complete list.	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. AND • Invitation AND ONE of the following: • Agenda • Copy of presentation which supports the event Note: If executed as a series, must include dates and locations for all instances. AND • Itemized invoice
Seminars and Events, Training, Webinars with Internal Audience (VIRTUAL ONLY)	A Cisco partner-hosted virtual event, seminar, sales meeting, training, or webinar in which Cisco teams are invited to hear a subject matter expert speak to a Cisco related topic. Must be held in a virtual environment.	• Event costs Note: Excludes alcohol, travel, accommodations, and other non-reimbursable expenses. See “Non-reimbursable expenses” for a complete list.	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. AND • Invitation AND ONE of the following: • Agenda • Copy of presentation which supports the event. Note: If executed as a series, must include dates and locations for all instances. AND • Itemized invoice

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Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance and Proof-of-Cost
Seminars and Events, Training with External Audience (In-person)* *Temporarily not available	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 or multi-manufacturing events refer to sponsorships/trade shows activity type.	• Event costs Note: Excludes alcohol, travel, accommodations, and other non-reimbursable expenses. See "Non-reimbursable Expenses" for a complete list.	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. AND • Invitation AND ONE of the following: • Agenda • Copy of presentation which supports the event. Note: If executed as a series, must include dates and locations for all instances. AND • Itemized invoice
Seminars and Events, Training, Webinars with External Audience (VIRTUAL ONLY)	A Cisco partner-hosted virtual event or webinar in which customers are invited to hear a subject matter expert speak on a Cisco related topic. Must be held in a virtual environment. For third-party or multi-manufacturer events refer to event sponsorships/trade shows activity type.	• Event costs Note: Excludes alcohol, travel, accommodations, and other non-reimbursable Expenses. See "Non-reimbursable Expenses" for a complete list.	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. AND • Invitation AND ONE of the following: • Agenda • Copy of presentation which supports the event. Note: If executed as a series, must include dates and locations for all instances AND • Itemized invoice
Social Media and Social Selling	Management, development and advertising of social media and blog content. Includes marketing via social media such as Twitter, Facebook, LinkedIn, YouTube, and tools used for Social Media in various countries.	• Advertising media placement costs • Development and production costs • Translation and localization	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. This needs to include ONE of the following: • Screenshot of ad, page, or tweet, etc. • Full URL of landing page AND • Itemized invoice

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Solution Center	A solution center tour, training or overview focused on Cisco products, solutions and technologies provided to a Cisco partner or end customer.	• Promotional items displaying Cisco distributor logo. • Solution center fee Note: • Cisco products are not reimbursable. • Excludes Cisco products, alcohol, travel, accommodations, and other non-reimbursable expenses. See "Non-reimbursable Expenses" in the Program Overview section for a complete list of non-reimbursable expenses.	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. This needs to include all of the following: 1. Attendee list 2. Copy of co-branded material or agency tear sheet (if applicable) 3. Name of solution center AND • Itemized invoice
Telemarketing	Any outbound telephone calling campaign.	• Agency or call center costs. • Development and production costs • Mailing list procurement and subscription costs	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. AND • Number of outbound calls performed. AND ONE of the following: • Copy of script. • General outline with talking points. AND • Itemized invoice
Web and Video Advertising	Marketing efforts to increase presence across digital channels through web and video advertising. Includes paid search, display ads, retargeting, website enhancements, video creation and content syndication.	• Advertising media placement costs • Development and production costs • Translation and localization ("localisation" for EMEAR)	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. This needs to include the actual web advertisements. AND ONE of the following: • Full URL and visual of landing page • Screenshot of web advertisements or page • Video advertisements ONE of the following: • Copy of script • Digital copy of advertisement • Full URL and visual of landing page AND • Itemized invoice

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Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance and Proof-of-Cost
Web Newsletters and Email	Email or web-based publication providing a sales/marketing message to a targeted list of recipients. Note: printed newsletters are considered to be direct mail and should be submitted as advertising and Collateral (Non-digital).	• Advertising media placement costs • Development and production costs • Translation and localization ("localisation" for EMEAR)	• Actual output or outcome of the activity demonstrating support for Cisco solutions and Cisco-based managed services. This needs to include ONE of the following: • Copy of newsletter or email. • Screenshot of communication with visible URL AND • Itemized invoice

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