

2023

MDF Program



Your Technology & Telecom Experts

What The 2023 MDF Program Has To Offer You



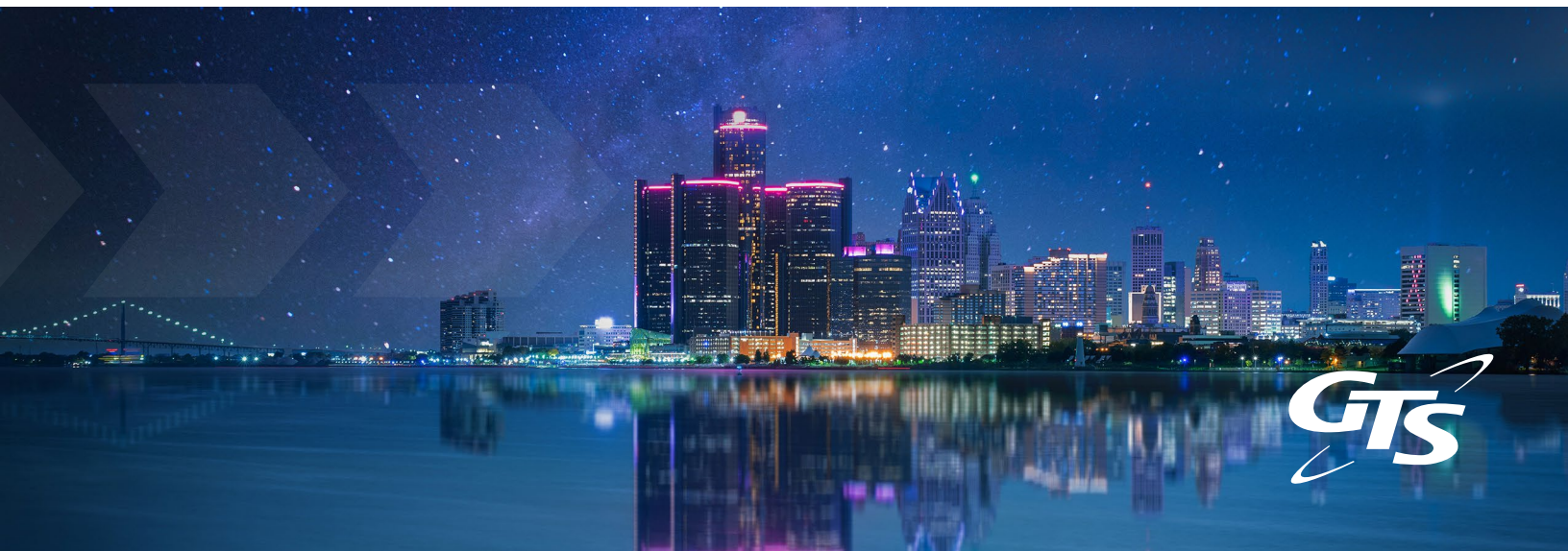
We've designed the MDF program to help you differentiate yourself from competitors and take advantage of every opportunity. We value our relationship with your business, and work to create partner-provider experiences that are unique, to increase leads and generate more business.



We focus on supporting partners through our hands-on channel teams. We strive to be there every step of the way for our channel partners — from monitoring current trends and forecasts, to developing tailored co-marketing initiatives — the GTS channel-first strategy is built to help you win more deals efficiently.

We're committed to working with you to create engaging, informative and fun experiences. We work to help guide the sponsor experience, so that we're creating meaningful, relevant and inspiring opportunities that will work to build a sense of community and understanding within the channel.

A GTS sponsorship gives you the exposure and the resources to connect with industry leaders and trailblazers to provide and share top trend solutions and needs for clients and partners. There will be opportunities for business development and growth and the ability to tap into marketing tools and resources that will help your business grow and thrive.



2023 MDF Packages with GTS

At all partner levels you are responsible for sharing content with GTS for promotion & events.

Bronze Partner \$4,000

- Newsletter Mention
- 1 Partner Call Mention
- 1 Social Media Post
- 1 Webinar/Virtual Event or 1 In-Person Event* **

Silver Partner \$6,000

- Newsletter Mention
- 1 Partner Call Mention
- 2 Social Media Posts (outside of webinar/event promotion)
- 1 Webinar/Virtual Event **
- 1 In-Person Event*
- GTS Open House (2 participant max) which includes table/trade show, signage, collateral mention
- GTS Open House Afterparty (2 participants)

Gold Partner \$10,000

- Newsletter Mention
- Partner Call Mentions (multiple)
- 3 Social Media Posts (outside of webinar/event promotion)
- 2 Webinars or Virtual Events **
- Inclusion in Cybersecurity Provider Spotlights in the month of October (For our non-Cybersecurity Partners we will work to customize a campaign best aligned with your company and solutions)
- 2 In-Person Events*
- GTS Open House (3 participant max) which includes table/trade show, signage, collateral mention & list of attendees
- GTS Open House Afterparty (3 participants)
- GTS Golf Event (1 player)
- Assistance with marketing needs, promotional materials & trainings

Platinum Partner \$20,000

Platinum Sponsorship is limited to the first 6 sponsors.

- Newsletter Mention
- Partner Call Mentions (multiple)
- 5 Social Media Posts (outside of webinar/event promotion)
- 2 Webinars or Virtual Events **
- Inclusion in Cybersecurity Provider Spotlights in the month of October (For our non-Cybersecurity Partners we will work to customize a campaign best aligned with your company and solutions)
- Assistance with marketing needs, promotional materials & trainings
- 2 In-Person Events*
- 1 Regional in-person partner event (In one of the following markets: MI/AZ/GA; decided upon by GTS) ie: happy hour, tech talk, Top Golf, Wine/Beer Tasting
- GTS Open House (4 participant max) which includes table/trade show, signage, collateral mention & list of attendees
- GTS Open House Afterparty (4 participants)
- GTS Golf Event (2 players)
- GTS Partner Advisory Council Sponsor with hotel and airfare accommodations to meeting destination

*We don't know how COVID-19 will affect the nation, travel plans and city ordinances. Our calendar and potential in-person events are subject to change throughout 2023.

** Vendor would be responsible for event development & content. Please note all designated Lunch on Us webinars will include a \$25 gift card for each attendee. One of your events should be a "Teach Me How to Sell" session, excluding Bronze Partners.