**Sage Payment Solutions ISO Marketing Development Funds (MDF) Program Proposal Form**

Thank you for your continued support of Sage Payment Solutions products and services. As part of our marketing support to our valued ISO partners, we offer a MDF program and encourage your participation to help with your advertising and marketing to attract new customers.

The MDF program can help assist you with your marketing and promotions investments used to build your merchant relationships and promote our Sage brand with strategic audiences. Your approved funds can be used toward eligible marketing and advertising including sponsored events, print/online ads, collateral, email, etc.

**MDF Form Submission**

Please complete the form below for review and submit to [MDFproposals@sage.com](mailto:MDFproposals@sage.com). All forms must be submitted to Sage 60 days PRIOR to Marketing Event.

|  |  |
| --- | --- |
| **ISO Partner Information** | |
| **Company Name** |  |
| **Address** |  |
| **Contact Name** |  |
| **Email** |  |
| **Phone Number** |  |
| **MDF Category** | |
| \_\_\_\_ Tradeshow  \_\_\_\_ Advertising (print, online)  \_\_\_\_ Signage (logos, flyers, collateral)  **\_\_\_\_** Other (please list) | |
| **Activity Name** |  |
| **Start Date** |  |
| **End Date** |  |
| **Activity Description** (include overview, target audience, location, etc.) |  |
| **MDF Amount Requested** | $ |
|  | **Note:** Amount requested is subject to approval and will be credited to your account as follows – 1st half payment disbursed upon approval and prior to activity; 2nd half payment disbursed upon receipt of final report and approval post-Marketing Event.  Minimum/Maximum requested amount is $1K/$20K per fiscal year. |
| **MDF Performance** | |
| **Expected Leads Generated** |  |
| **Expected Incremental Sales** |  |
| **Expected Incremental MIDs** |  |
| **Reach** (i.e., size of target audience/attendees) |  |
| **Proof of MDF Expense** | |
| \_\_\_\_ Copy of invoice  \_\_\_\_ Copy of Agreement (for tradeshows or sponsorships)  \_\_\_\_ Creative sample (ad, signage, etc.) | |
| **Status of Proposal** | |
| \_\_\_\_ Approved  \_\_\_\_ Denied  \_\_\_\_ Pending Approval with Modifications | |

**I agree to the Terms and Conditions of the Sage Marketing Development Fund Program and I agree to fax/email proof of expenses within 30 days post-Marketing Event**.

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_