



## Marketing Fund Request Form

Request Date

### CONTACT DETAILS

Company Name

Address

Email

Telephone

### SATO CONTACT DETAILS

Country

Partner Development  
Manager

### PROJECT DETAILS

Description of Project  
(Please detail as much  
information as possible)

### CAMPAIGN ACTIVITY

Start Date

End date





## ACTIVITY (check all that apply)

Advertising (print, internet)	Promotional Items
Campaign (direct mail, email)	Sponsorship
Customer Success Story	Sales Incentive
Event - Customer Event	Print Materials
Event - Trade Show	SEA/SMO Campaign
Event - other	Other (please list)
Marketing collateral	

## MAIN GOAL

Purpose of the project/campaign  
(Please detail as much information as possible)

## SATO BRANDING

How will SATO be promoted/presented?  
What is SATO's role?  
(Please detail as much information as possible)



## EXPENSE ALLOCATION(S)

Resource Allocation(s)	Expense Amount	Currency	SATO Contribution
<b>Total estimated expenses</b>			
<b>Total requested amount</b>			

## ACTIVITY OBJECTIVES

Expected attendance	
Number of leads	
Outreach process	
Additional information	

## ACTIVITY REVIEW

Planning of the review when campaign is over (Please detail as much information as possible)	
---	--

Partners must submit MDF requests no sooner than 90 days before the requested activity. Requests are reviewed and approved on a first-come, first-served basis. Requests will be assessed by the value the activity brings to SATO. SATO will notify you within 15 business days of request submission with an approval, conditional approval or denial confirmation. Please fill out one MDF Program Request 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. Example: a Trade Show is the Activity. Resource Allocations for that Activity may include booth fees, printed materials, etc. MDF will be compensated via credit to the Partner's account. Partners must provide all claim documentation to SATO within 30 days of completion of the activity, and within the calendar quarter the activity was completed. Partners can find complete MDF Program Guidelines and Details, MDF Request, and Claim forms on the Partner Portal.