



BlackBerry Joint Marketing Fund Policy for Q4

PROGRAM OBJECTIVE:

BlackBerry provides Authorized Partners with tools and resources to help them market their companies, the BlackBerry product and services they sell, and to help increase BlackBerry product and service sales through approved co-marketing initiatives. During **Q4 FY16** BlackBerry will make available BlackBerry funds for pre-approved co-marketing activities to **drive BES12 (on-premise & cloud) , BBM Meetings or Watchdox activations**. Funds will be provided to Partners who can show the highest expected return on investment. BlackBerry allocates the funding and reviews and approves payments based on a Partner's ability to prove performance against a set of pre-established metrics.

By participating in the Program, you agree to abide by all Program Rules and Requirements

To request to participate BlackBerry Joint Marketing Fund Program for Q4, a Partner must follow the steps outlined below:

1. Funds are limited and will be allocated on a "First-come, First-serve" basis, according to these program guidelines.
2. Submit a plan for specific activities out of the eligible activities below. These plans must provide sufficient detail of the proposed activity and partner involvement to enable BlackBerry to evaluate the proposal. Activities should have overall objective to drive **BES12 (on-premise & cloud), BBM Meetings or Watchdox** activations.
3. Partners must submit via the form below with information regarding the proposed marketing activity to be considered by BlackBerry for funding allocation under this Program. Partner must submit the review request prior to commencing work on the proposed activity.
4. Activity needs to be executed during Q4 (1st Dec 2015 – 29th Feb 2016)
5. BlackBerry will pay the partner up to a maximum of 75% of the activity's cost or USD10,000 whichever is lower. All amounts are provided in U.S. dollars. The actual amount of funding provided by BlackBerry is determined at BlackBerry's sole discretion
6. Partner is expected to execute the campaign end-to-end.
7. Upon completion of the BlackBerry-approved customized activities, partner must provide BlackBerry with regular reports, with proof of execution (POE) and proof of performance (POP) based on the established metrics specified below.
8. Partners must register the leads on BlackBerry Partner Portal to track opportunities influenced by this BlackBerry Joint Marketing Fund Program
9. The Partner has to submit the POE / POP the latest 2 weeks before quarter ending to support the claim.
10. Partner will also identify and provide BlackBerry with one or more customers that would like to participate in our Success story program.
11. BlackBerry Logo or BlackBerry Partner Logo must be visible in the campaign elements.

Partner must not apply for Q4 Program funding if their activity will be funded by other BlackBerry types of funds. In the event an activity has received funding or other support under a different BlackBerry program, Partner must re-pay BlackBerry the fund received under this BlackBerry Joint Marketing Fund Program Q4 program.

This program will expire 29th February 2016. Participation in the Program is at Partner's sole risk.



ELIGIBLE ACTIVITIES

Qualifying Activities:	Metrics – POP required	Key Steps
Direct Email	# targeted customers # appointments Estimated pipeline opportunity	<ol style="list-style-type: none"> 1. Submit creative materials for pre-approval 2. Complete the activity during the quarter 3. Introduce leads in SFDC 4. Submit proof of execution documents before end of the quarter.
Web / Online Advertising	Screenshots of advertisement on website # of clicks	
BlackBerry Product Focused Customer Seminars or Webinars	# of invites # of attendees # of leads # appointments set Estimated pipeline opportunity	
Telemarketing	Summary of results # outbound call # lead # appointments set Estimated pipeline opportunity	
Social Media	Summary of results Screenshots of SM activities Customer reach	
Customer Trial	# trials Estimated pipeline opportunity	

The BlackBerry Joint Marketing Fund Program will NOT cover expenses associated with:

- Activities not listed within this document
- Bad deals or customer satisfaction issues
- Buy-down of products/services price/discount

DISCLAIMER

BlackBerry may, at its sole discretion and without notice, modify this program at any time. Program funds reflect those BlackBerry has set aside to reimburse partners for specific pre-approved activities. All funds remain the property of BlackBerry until all activities are completed and fully documented.



MARKETING FUND PROGRAM FOR Q4FY16 – PARTNER REQUEST FORM

PARTNET NAME: AVR International Ltd

FIRST NAME: Stephen

LAST NAME: Donovan

EMAIL: stephend@avr.co.uk

WORK PHONE: 01189 346 642

MOBILE PHONE: 07860 500083

Partner size:

- 1-10
 11-50
 51-100
 101-250
 251-500
 500+

BlackBerry Product that will be promoted during the Q4 campaign:

- BES12 On premise
 BES12 Cloud
 BBM Meetings
 WatchDox

Type of lead generation activity

- Multi-touch campaign
 Telemarketing
 Online Advertisement

Type of Call To Action

- Sales Appointment
 Customer trials
 Seminar / Webcast

Program Description (incl. call to action)

Multi-touch awareness and response campaign, targetting existing AVR mobility clients and prospects
 Will include email broadcasts, LinkedIn advertising, AVR/UKMDM web site landing page, sales call-out activity, breakfast/evening seminar, social media support. Call to actions are 1. Trial 2. Seminar attendance
 Investment estimate £3100. See spearate proposal document

Program Start Date: 11 January 2016 Program Start End: 26 February 2016

Additional program description

Additional program description (only complete those that are applicable for your suggested activity)		
	Estimated Number	Actual Number
# Leads	20	
# Trials	3	
Estimated pipeline opportunity (in MSRP)		
# Licenses sold:		
Other measurement (e.g. qualitative results): Seminar attendance/Quotes	10/10	