AWS SPONSORSHIPS

Third-Party Sponsorships: 2025 MDF Reimbursement Guide

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Eligible sponsorship programs

The following third-party sponsorship programs are approved for 2025 MDF-reimbursement:

- ADIPEC
- Cannes Lion
- Consumer Electronics Show (CES)
- Corinium CISO Singapore
- Digital Transformation World (DTW)
- DISTRIBUTECH
- Febraban Tech
- Game Developers Conference (GDC)
- GITEX Global
- GITEX Africa
- GITEX Europe
- Gov Insider Public Sector Day Malaysia
- GovInsider Public Sector Day Singapore
- GovInsider Public Sector Day Thailand
- Hannover Messe
- IAA Mobility
- Industrial Transformation Asia-Pacific (ITAP)
- International Broadcasting Convention (IBC)
- International Broadcast Equipment Exhibition (Inter BEE)
- J-LIS Fair
- LEAP
- Mobile World Congress (MWC)
- National Association of Broadcasters (NAB)
- National Retail Federation (NRF): NYC
- National Retail Federation (NRF): Singapore
- Sigma Europe
- VivaTech

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Step-by-step instructions

Up to 50% of your sponsorship fee is eligible for APN MDF reimbursement, subject to available funding in your APN MDF wallet.

Step 1: Submit a standard fund request in the AWS Partner Funding Portal as soon as you have signed your sponsorship contract.

- When submitting your fund request, the Activity/Project Name field must be *exactly* "**AWS 3P MDF Sponsorship**". Claims submitted with the incorrect Activity/Project Name field risk being rejected.

Step 2: As soon as it is received, pay your sponsorship invoice in full. Once you have completed payment, email aws-industry-sponsorship@amazon.com to receive payment confirmation from AWS.

Step 3: Collate the following three items as "proof of execution":

- A copy of your fully-executed AWS sponsorship contract
- A copy of the invoice for your sponsorship fee
- A copy of the email from AWS Sponsorship confirming you have paid your invoice in full (from Step 2).

Step 4: Submit your MDF reimbursement claim via the approved fund request. Ensure the items collected in Step 3 are attached to the claim. AWS does not accept late claims past deadlines so please pay close attention to submission deadlines.

Step 5: Once your claim has been approved, submit your invoice in Payee Central prior to claim expiration date. AWS does not accept late invoice submissions past claim expiration date.

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Frequently asked questions

Q. When is the AWS invoice released to my organization?

A. AWS Sponsorship invoices are released to sponsors *with fully-executed contracts in place* 90 days pre-event.

Q. Does this mean I will receive an invoice for only 50% of my sponsorship fee?

A. No, the standard APN MDF reimbursement model requires partners to pay their invoices in full. Once payment in full has been confirmed, partners will be eligible to request up to 50% reimbursement of their sponsorship fee using the step-by-step instructions, *subject to available funds in their MDF wallet*.

Q. Can I reimburse more than 50% of my sponsorship fee?

A. The standard APN MDF reimbursement model allows a maximum of 50% reimbursement. For some partners, other types of MDF may have different terms. If you are using other types of MDF, please check with your Partner Development Manager or Partner Marketing Manager to understand if your terms allow something different.

Q. Does sponsoring with AWS unlock additional MDF for my organization / am I guaranteed up to 50% reimbursement?

A. No, MDF reimbursement is subject to available funding in your MDF wallet; sponsoring with AWS does not unlock additional MDF to use for reimbursement of your sponsorship fee. For example: if you are sponsoring an event with sponsorship fee of $15,000 USD, and you have $6,000 USD of available MDF in your wallet, you **will not** be able to request a full 50% reimbursement as you do not have sufficient funds to cover the full 50%. You will be able to request reimbursement up to the amount available in your MDF wallet.

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Additional resources

Please be aware: All the below resources require APN Partner Central access – if you need access please reach out to your Partner Development Manager or Alliance Lead.

- Activity Description template
- AWS Partner Funding Portal
- Support article: Introduction to AWS Partner Funding benefits
  - *Includes step-by-step directions for how to start a funding benefit request*
- Support article: Marketing Development Funds (MDF) Quick guide
  - *Includes key dates for fund request submission, claim submission, and invoice submission*
- Support article: AWS Partner Funding Invoicing guide
  - *Includes invoice best practices, claim troubleshooting, and invoice FAQs*

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Need help?

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