AVID CO-OP CHEAT SHEET

Grow your Avid business by leveraging Co-op

THE BASICS

› Available to Select and Elite Resellers, if reseller contracts are fully executed, quota assignments and Schedule B signed and returned to channel.partners@avid.com

› Paid at 1% (Select) or 2% (Elite) of qualifying billings

› Earned in a half-yearly cycle

REQUEST CO-OP IN 5-STEPS

1. Submit Co-op request	Go to Avid Partner Community https://partner.avid.com
	See list of eligible activities and guidance on Expected Outcome/KPI below.
2. Wait for approval	from Avid
3. Execute Co-op activity	**within 90 days** from approval
4. Upload proof of execution (POE)	**within 30 days** from activity end date POE must match Expected Outcome/KPI as stated in the Co-op request
5. Receive reimbursement	via credit note to your account approximately 30 days after approval from Avid

If any of the above criteria are not met, funds will forfeit. Equally, all unused Co-op funds expire semi-annually.

CO-OP CALENDAR 2020

2020 March 31	Expiration of Co-op funds accrued in Q3/2019
2020 June 30	Expiration of Co-op funds accrued in Q4/2019
2020 Jan-June	Accumulation of Co-op funds H1 2020
2020 Aug 15	Notification of accrued Co-op funds in H1 2020
2020 July-Dec	Accumulation of Co-op funds H2 2020
2020 Dec 31	All H1 2020 unrequested Co-op funds expire
2021 Feb 15	Notification of accrued Co-op funds in H2 2020
2021 June 30	All H2 2020 unrequested Co-op funds expire

ELIGIBLE CO-OP ACTIVITIES

DEMAND GENERATION
› Programs, campaigns, tactics, events that generate or convert leads and focus, educate and train target audiences
› Advertising (print, online, social), newsletter, email campaigns, outbound direct marketing, PR
› Webinars, Avid Connect event tickets

Add at least 3 (three) 'Expected Outcome/KPI' measures/proofs such as
› Qualified lead or attendee list, acquisition of new contacts/leads in Avid database
› Pipeline influenced and/or converted, increase in short-term run-rate business
› Click-through rate, social media engagement
› Event images, third party invoice

BRAND DEVELOPMENT
› Digital Marketing, advertising (print, online, social), PR
› Co-branding opportunities, Award sponsorship* (software only)
› Collateral, co-branded merchandise
› Website building, maintenance, refresh of Avid section

Add at least 2 (two) 'Expected Outcome/KPI' measures/proofs such as
› Click-through rate, social media engagement
› Avid brand awareness, artwork files, screenshots, images, third party invoice
› POE for Award sponsorship: software purchase invoice and end user details

RESELLER ENABLEMENT
› Avid-led sales/marketing/or technical training*
› Self-developed or maintained digital sales tools
› Avid ACSR certification delivered by Avid or by Avid Learning Partners*

Add at least 1 (one) 'Expected Outcome/KPI' measure/proof such as
› Avid ACSR Certificate (mandatory)
› Third party invoice (optional)

DEMO EQUIPMENT
› Demo equipment*

Proofed with at least 2 (two) measurements such as
› Installation of demo equipment, demo schedule for new demo system
› Demo event attendee list, images, third party invoice
› Serial Number / Sys ID (mandatory)

*Avid will reimburse up to 50% of
• the purchase price of a software license
• the purchase price of ACSR courses and the travel cost (airfare, airport transfer, visa cost and/or accommodation) incurred for in-person attendance of ACSR or Avid-led training
• the purchase price of demo equipment and of support renewals for demo equipment