



Sage Payment Solutions ISO Marketing Development Funds Program (MDF)

Terms and Conditions

I. Program Overview

- a. The Sage Payment Solutions, Inc.'s ("Sage") ISO Marketing Development Fund program ("MDF") is designed to assist an ISO to market, promote and advertise Sage at certain events ("Marketing Event") to build an ISO's merchant base, drive revenue, increase merchant retention and promote the Sage brand.
- b. Under the MDF, Sage will provide ISO with marketing tools and investment to create product awareness of Sage and its products and services at Marketing Events.

II. MDF Eligibility

- a. An ISO interested in applying for the MDF must be in good standing with Sage and have referred a minimum of one (1) new merchant within past 6 months that was approved by Sage and processed a transaction.

III. MDF Proposal

- a. Upon ISO's request, Sage will provide ISO a MDF application template.
- b. ISO shall complete and submit the MDF template to Sage ("Proposal") a minimum of sixty (60) days prior to the proposed Marketing Event. Each subsequent Marketing Event will require a separate Proposal.
- c. Proposals must be submitted to MDFproposals@sage.com with supporting documents.
- d. Information included in the Proposal must be complete and accurate to the best of your knowledge.
- e. ISO must submit a business case with the Proposal for the Marketing Event. The business case must explain the intended use of the funds and how the activity will help drive more business, detail the intended targets at the Marketing Event, the Sage services ISO intends to promote prior to, and at, the Marketing Event, the methods and mediums ISO will utilize to promote the Sage services prior to, and at, the Marketing Event, and etc. (collectively, "Marketing Campaign"). The business case must also forecast the expected performance of the Marketing Campaign, including, but not limited to, total leads generated, total incremental sales, total incremental MIDs, expected reach, open rate, click-through rate, and other applicable performance indicators.
- f. ISO must provide proof of all marketing expenses including, but not limited to, copy of invoice, copy of contract agreements, insertion orders, design proofs and related spend.
- g. ISO is only eligible for one Proposal at a time. Multiple submissions will be rejected.

IV. MDF Investment

- a. ISO's Proposal must request a minimum marketing investment of \$1,000 and maximum of \$20,000. ISO must match the funds Sage awards via the Proposal and apply such matching funds towards the Marketing Event designated in the Proposal. Proposals must be submitted at least 60 days prior to Marketing Event.
- b. Sage will review Proposals within 10 business days upon receipt.
- c. Sage will notify ISO if their Proposal has been approved via email.
- d. Proposals that are incomplete or require additional information may delay the review process.



- e. Each Proposal will be evaluated based on the Marketing Plan, target audience, the proposed level of engagement and activation, marketing investment, year-over-year ISO revenue growth, etc.
- f. Approval of any Proposal is not guaranteed. Sage retains the sole and exclusive right to approve or deny any and all Proposals for any reason whatsoever.

V. MDF Payout Conditions

- a. Approved funds will be disbursed in two (2) conditional payments:
 - i. Sage will make the first conditional payment to ISO's account within five (5) business days of providing email notification that ISO's submission has been approved.
 - ii. Sage will make the second conditional payment upon receipt of Final Report.
- b. ISO must reimburse Sage for both conditional payments unless ISO meets the following criteria:
 - i. ISO must provide verifiable evidence that it matched the funds awarded pursuant to the Proposal and applied same to the Marketing Event designated in the Proposal
 - ii. ISO's Marketing Campaign must achieve the performance targets mutually agreed upon by Sage and ISO.
 - iii. Provide final report to Sage within thirty (30) days of the Marketing Event detailing the key performance metrics and documented and verifiable expenses incurred ("Final Report").
- c. Should ISO fail to meet the criteria Section V (b), ISO shall immediately reimburse Sage for both payments in full ("Reimbursement Payment"). Sage may collect the Reimbursement Payment from ISO by offsetting the funds payable to ISO under ISO's processing service agreement.

I have read and agree to the Terms and Conditions of the Sage Marketing Development Fund program.

Date _____

Company Name _____

Contact Name _____

Signature _____

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