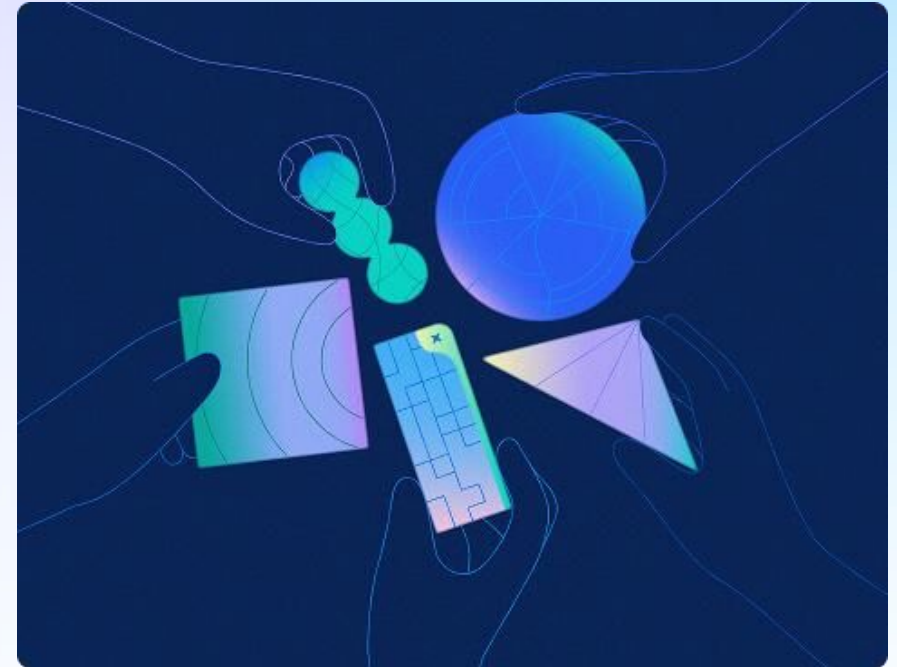




AWS PARTNER MARKETING

Global Partner Marketing Programs



Agenda

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Introduction

Accelerate your pipeline growth with proven marketing programs

AWS Partner Marketing Programs provide partners with ready-to-execute marketing campaigns designed to generate qualified leads and drive measurable business outcomes. These programs offer execution support, proven frameworks, and co-funding opportunities to help you reach your target customers effectively.

What We Offer:

Proven, repeatable campaigns across multiple channels

Execution support from experienced marketing teams

Co-funding opportunities through MDF

Reach to target accounts and desired executive audiences

Performance tracking and reporting

Program Focus Areas: AI | Data & Analytics | Migration & Modernization | Amazon Connect | Industry



Consideration Criteria

Partners are selected based on alignment, readiness, and commitment to drive results.

AWS SPECIALIZATION	ACE ELIGIBILITY	FUNDING	RESULTS
Holds AWS Competency or SRP/SDP in a solution area relevant to the program focus, such as: • AI • Data and Analytics • Migration and Modernization • Amazon Connect • Industries Additional specializations may qualify on a case-by-case basis.	Meet AWS co-sell engagement (ACE) eligibility requirements CRM and lead management processes in place	Receives MDF and able to cover partial funding toward marketing activity	Nurtures leads resulting from AWS-managed campaigns and sales team availability to engage with qualified leads Enters associated opportunities into ACE and tags AWS marketing campaign and service(s)



Signature-Benefit Partner Marketing Programs

Accelerate AWS Partner Go-To-Market Success

In
Person
Events

*Connect with customers
face-to-face*

Virtual
Engagement

*Scale your reach with
online digital programs*

Digital
Demand
Generation

*Amplify your message
with assets & content*

Pipeline
Acceleration

*Create and fast track
sales opportunities*

<https://www.awspartnermarketingprograms.com/>



In-Person Events



CXO Roundtables with meeting setting

DESCRIPTION

Executive-level events designed to connect C-suite prospects with AWS partners through peer-to-peer discussions focused on key business challenges.

Program includes:

- Complete event logistics and coordination
- Event promotion and registration management
- Venue and catering
- Target account research and data build
- Multi-channel follow-up (phone, email, LinkedIn)
- Calendar holds and pre-event confirmations

KEY OBJECTIVE/OUTCOME

15 attendees, 35 registrations, and 4 scheduled sales meetings

CAMPAIGN COMPONENTS

High-end C level audience event promotion, venue & catering, data build, and meeting setting

COST TO PARTNER

\$18,250 (MDF eligible)

PARTNER SLOTS AVAILABLE

24

PARTNER PROVIDES

Content, speakers, registration promotion support

AVAILABLE GEOS

Global

HOW TO ENGAGE

Submit nominations [HERE](#)



Virtual Engagement Programs



Partner Webinar

DESCRIPTION

Amplify your story through multiple channels. This campaign showcases your AWS solutions via a custom webinar, thought leadership article, and strategic email nurture.

Program includes:

- Dedicated webinar: Produced and promoted to the database with live chat, polling, professional moderation, and 200 registrations
- Thought leadership article: 750-1,000-word article written in collaboration with your subject matter expert
- 2-touch email nurture: Executive summary sent to all registrants and topical poll to drive continued engagement

KEY OBJECTIVE/OUTCOME

200 registrations, on-demand webinar, article, executive summary, polling results, and email open rate report

CAMPAIGN COMPONENTS

Virtual session with multi-channel promotion, database build, and full event management

COST TO PARTNER

\$14,000 (50% MDF eligible)

PARTNER SLOTS AVAILABLE

15

PARTNER PROVIDES

Content, speakers (speaker costs optional)

AVAILABLE GEOS

Global

HOW TO ENGAGE

Submit nominations: [HERE](#)



Virtual Events

DESCRIPTION

Hour-long sessions on topics relevant to your prospects, featuring diverse perspectives from industry specialists, customer brands, and keynote speakers to create a well-rounded point of view.

Program includes:

- Event platform setup and integrations
- Target account database build and marketing assets
- Multi-channel outreach (email, phone, LinkedIn)
- Virtual event hosting and technical management
- Weekly reporting

KEY OBJECTIVE/OUTCOME

60 registrations (MQLs), 25+ attendees

CAMPAIGN COMPONENTS

Virtual session with multi-channel promotion, database build, and full event management

COST TO PARTNER

\$16,000 (50% MDF eligible)

PARTNER SLOTS AVAILABLE

9

PARTNER PROVIDES

Content, speakers (speaker costs optional)

AVAILABLE GEOS

Global

HOW TO ENGAGE

Submit nominations: [HERE](#)



Digital Marketing & Content



Waterfall Full Funnel Campaign

DESCRIPTION

Comprehensive multi-touch campaign that delivers leads at every stage of the customer journey, from initial awareness through sales-ready prospects.

Multi-touch leads delivered:

- Touch 1 – 115 MALs (single asset engagement)
- Touch 2 – 68 MQLs (2-touch engagement)
- Touch 3 – 34 BANT (2-touch engagement + BANT qualification)
- Touch 4 – 11 Sales Ready Leads (SRL) (2-touch engagement + BANT qualification + call confirmation + detail needs captured + consent to partner contact)

KEY OBJECTIVE/OUTCOME

228 total leads across all funnel stages with detailed engagement data

CAMPAIGN COMPONENTS

Target audience, BANT questions, outreach strategy through phone, email and LinkedIn

COST TO PARTNER

\$15,000 (50% MDF eligible)

PARTNER SLOTS AVAILABLE

25

PARTNER PROVIDES

2-3 assets aligned to AWS use cases

AVAILABLE GEOS

Global

HOW TO ENGAGE

Submit nominations: [HERE](#)



Interactive Content Marketing BANT Campaign

DESCRIPTION

Mid-funnel campaign using interactive content to uncover buyer pain points and needs, delivering BANT-qualified leads with call confirmation.

Program includes:

- Custom interactive questions with multiple-choice answers
- Dynamic content routing based on buyer responses
- BANT qualification and call confirmation
- Detailed buyer intent data

Example

KEY OBJECTIVE/OUTCOME

200 BANT-qualified leads with call confirmation and interactive question responses revealing buyer needs

CAMPAIGN COMPONENTS

Two custom questions, Interactive multiple-choice answers directs users to assets based on their needs.

COST TO PARTNER

\$13,500 (50% MDF eligible)

PARTNER SLOTS AVAILABLE

12

PARTNER PROVIDES

1-2 assets, target account list (optional)

AVAILABLE GEOS

Global

HOW TO ENGAGE

Submit nominations: [HERE](#)

Pipeline Acceleration



ABM Lite & Pipeline Accelerator Campaign

DESCRIPTION

Highly personalized account-based marketing campaign creating custom landing pages and multi-channel outreach to drive sales-qualified meetings with high-value prospects.

Program includes:

- 10 hyper-personalized landing pages
- 20 light-touch personalized pages
- 1 general landing page
- Multi-channel outreach (phone, email, LinkedIn)
- Meeting scheduling and coordination
- Meeting briefing notes and attendance support
- Post-meeting debrief and AWS portal upload

** This is a 6-month campaign with dedicated follow-up to schedule meetings.*

KEY OBJECTIVE/OUTCOME

10 sales-qualified meetings

CAMPAIGN COMPONENTS

10 hyper personalized, 20 light touch, 1 landing page, phone, email and LinkedIn outreach.

COST TO PARTNER

\$22,750 (50% MDF eligible)

PARTNER SLOTS AVAILABLE

13

PARTNER PROVIDES

1-2 assets, target account list (optional), sales follow-up

AVAILABLE GEOS

Global

HOW TO ENGAGE

Submit nominations: [HERE](#)



Telemarketing BANT Campaign

DESCRIPTION

Professional telemarketing outreach delivering BANT-qualified leads ready for partner follow-up and meeting scheduling.

Program includes:

- SDR team calling through intent data within your ICP
- BANT qualification via phone
- Validated email and phone numbers for all leads
- Partner-ready email notifications upon lead delivery

KEY OBJECTIVE/OUTCOME

60 BANT-qualified telemarketing leads

CAMPAIGN COMPONENTS

Telemarketing leads ready to schedule meetings

COST TO PARTNER

\$15,000 (50% MDF eligible)

PARTNER SLOTS AVAILABLE

21

PARTNER PROVIDES

Target account list (optional), commitment to contact leads within 24 hours

AVAILABLE GEOS

Global

HOW TO ENGAGE

Submit nominations: [HERE](#)



Telemarketing BANT Campaign with Direct Mail

DESCRIPTION

Professional telemarketing outreach delivering BANT-qualified leads ready for partner follow-up and meeting scheduling.

Program includes:

- SDR team calling through intent data within your ICP
- BANT qualification via phone
- Validated email and phone numbers for all leads
- Partner-ready email notifications upon lead delivery
- Direct mail survey sends with coordinated meeting request CTA

KEY OBJECTIVE/OUTCOME

40 BANT-qualified telemarketing leads + 400 direct mail

CAMPAIGN COMPONENTS

Telemarketing leads ready to schedule meetings, direct mail survey with meeting request CTA

COST TO PARTNER

\$15,000 (50% MDF eligible)

PARTNER SLOTS AVAILABLE

17

PARTNER PROVIDES

Target account list (optional), commitment to contact leads within 24 hours

AVAILABLE GEOS

Global

HOW TO ENGAGE

Submit nominations: [HERE](#)



Migration & Modernization Exclusive Campaigns



Migration & Modernization Partner Toolkit

This campaign provides an opportunity for Migration and Modernization partners to customize AWS branded ebook along with a social kit for amplification and lead generation activities.

- Ebook
 - Emails
 - Landing page
 - Messaging copy blocks
 - Social tiles
-
- Cost to partner- \$3,500 (50% MDF eligible)
 - Lead gen (200 BANT & call confirmation)- \$13,500 (50% MDF eligible)
 - Partner provides 2 customer references, content

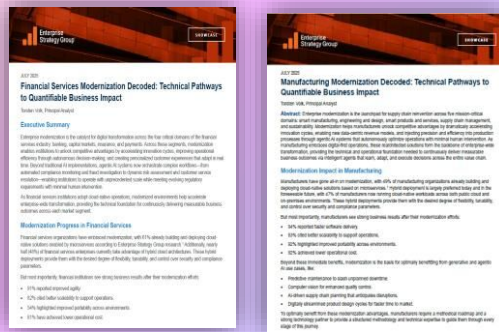


Accelerate Modernization in Industry

DESCRIPTION

This campaign provides partners with the opportunity to customize an AWS Analyst brief on the benefits of modernization, specific to an industry. This campaign includes content syndication on digital industry sites that reach the target industry audience.

Industry: HCLS, Manufacturing, FSI



KEY OBJECTIVE/OUTCOME

AWS and analyst customized industry brief, 300 MALs or 50 confirmed projects

CAMPAIGN COMPONENTS

Custom industry brief and lead generation

COST TO PARTNER

\$8,500 (50% MDF eligible)

PARTNER SLOTS AVAILABLE

12

PARTNER PROVIDES

200 - 300 word copy, partner needs FSI, Manufacturing or HCLS competency

AVAILABLE GEOS

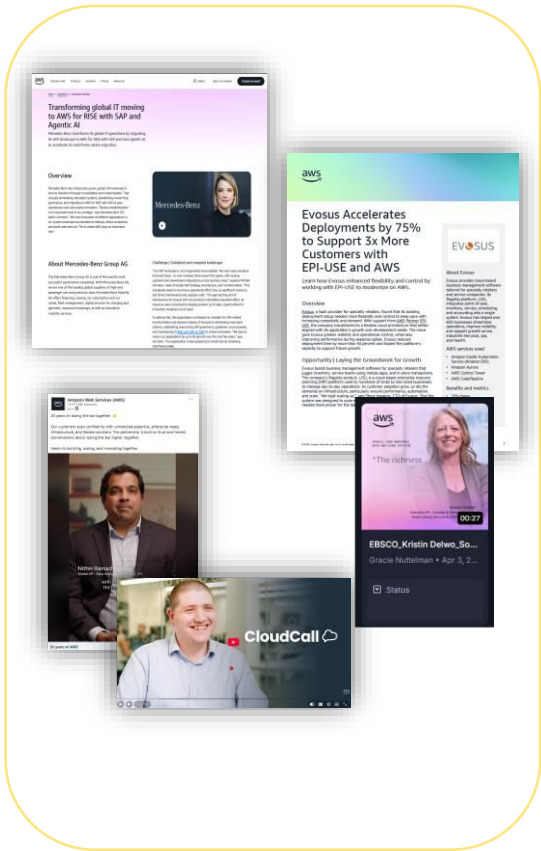
Global

HOW TO ENGAGE

Submit nominations: [HERE](#)



Partner Customer Case Study Deliverables



Description	Written customer case study	Remote-Hybrid Video Interview
	Scheduled kick off call to prep for the partner and customer interview. Two draft reviews.	A local crew comes on location to either a partner's or customer's location. Film crew sets up and speaker will sit down and run through the interview while the cameras are rolling. The vendor will provide direction and conduct the interview over a video call Management and all post-production and carry the case study through to final delivery.
Social Promotion Linked Ad	Social cut: 15 to 30 seconds delivered as a LinkedIn ad. example	Social cut: 15 to 30 seconds delivered as LinkedIn ad. 20 years of AWS AWS NVIDIA
Output	• PDF Partner customer case study • Word doc format ready for AWS.com • LinkedIn ad	• Video partner case study • Post on AWS Customer Success landing page • LinkedIn ad
Examples		CloudCall Amazon Quick
	Partner selection based on nominations	

Submit nominations via [Smartsheet](#)



AI Exclusive Campaigns





AWS Partner Gamechangers

DESCRIPTION

AWS Gamechangers showcases partners and customers who are transforming business with AI solutions built on AWS, brought to life by legendary photographer George Lange. The stories span multiple industries, showing how AI can streamline manufacturing processes, boost energy efficiency in buildings, resolve supply chain bottlenecks, accelerate content creation, and much more. Partners receive a case study including photography and interview, plus a short form video asset (:30) for social promotion.

Explore [AWS Gamechangers](#).

KEY OBJECTIVE/OUTCOME

Ebook, 1x (:30) Video Asset, 100 MQLs

COST TO PARTNER

No cost to selected partners

SLOTS AVAILABLE

TBD

CONTACT(S)

Questions? Reach out to: abagnell@amazon.com

SELECTION CRITERIA

AI Competency – Agentic Category

AVAILABLE GEOS

Global

HOW TO ENGAGE

Submit nominations via [this](#) Quip





HBR: Harnessing AI for Customer Impact

DESCRIPTION

[Harnessing AI for Customer Impact](#) highlights AWS partners who have successfully integrated AWS AI services into their products delivering tangible customer impact. This comprehensive campaign provides partners the ability to be highlighted in Harvard Business Review (HBR) to share their AI success stories with senior executives globally.

Partners have the option of choosing between an [article](#) OR [webinar](#) with HBR

Article:

- Partner provides full article (700-800 words)
- HBR provides light copy-editing and executive editorial review
- Timeline: 5-6 weeks lead time once IO is received

Webinar:

- 30-minute pre-recorded video session
- Features a partner executive and an HBR interviewer
- Partner provides material and research for webinar content
- Executive summary appears alongside content
- Timeline: 8 weeks lead time once IO is received

KEY OBJECTIVE/OUTCOME

Article: 15k Pageviews + Asset Creation
Webinar: 375 guaranteed global leads or 275 US leads (filtered with Director+, Company size 1k+)

COST TO PARTNER

Article: \$15,000 (MDF Eligible)
Webinar: \$27,500 (MDF Eligible)

CONTACT(S)

abagnell@amazon.com

SELECTION CRITERIA

AI Competency

AVAILABLE GEOS

NAMER & EMEA

HOW TO ENGAGE

PDM/PMM nominate at [here](#)



Marketplace Monthly Newsletter Roundup

DESCRIPTION

AWS Marketplace features select AI Competency Partners in the Monthly Newsletter Roundup. AI Competency Partners must maintain an active AWS Marketplace listing to qualify.

Submit nominations through our form for Marketplace team review. Limited spots available each month with submissions accepted on a rolling basis.

Audience: Customer facing - AI/Data solution buyers; ITDM, Data/AI Leaders, Data/AI Practitioners, Builders

KEY OBJECTIVE/OUTCOME

Awareness through AWS Marketplace marketing

COST TO PARTNER

No cost to partner

CONTACT(S)

mattzand@amazon.com

SELECTION CRITERIA

AI Competency + Marketplace Partner

AVAILABLE GEOS

NAMER

HOW TO ENGAGE

Submit nomination [here](#)





AWS Marketplace Spotlight Series

DESCRIPTION

AWS Marketplace Spotlight Series (think half demo, half webinar) covering AWS Marketplace as the go to place for AI solutions for business and technical decision makers, architects, and technical builders, featuring a Partner's customer story and/or demo of Partner's generative AI solution listed in AWS Marketplace.

AWS will accept partner nominations and select Spotlight Series opportunities that align with our campaigns. AWS will fund the content creation and agency-supported project management. Each Partner will be able to run their own lead generation for the Spotlight Series using the provided demand generation kit. AWS will also conduct demand generation activities on behalf of the partner, and all content will be incorporated into nurture campaigns. Content syndication and tele-verification add-ons are available for a fee to generate and qualify leads via agency-led programs.

KEY OBJECTIVE/OUTCOME

Drive qualified demand, PSQLs

COST TO PARTNER

No cost to partner

CONTACT(S)

mattzand@amazon.com

SELECTION CRITERIA

Must be ACE-enabled and meet eligibility criteria.

AVAILABLE GEOS

GLOBAL (must be NAMER-focused)

HOW TO ENGAGE

PDM/PMM can nominate [here](#). Nominations are open and there is no close date.





Agentic AI in Production – ISV Partners

DESCRIPTION

This AWS Managed Partner-Led initiative is designed to showcase and promote best-in-class Agentic AI solutions from ISV partners built on the AWS AI tech stack. It focuses on market and sell motions, helping partners generate pipeline and drive agentic AI in production with customers via the AWS AI Agents & Tools Marketplace. The four-part initiative will run in two cohorts of 10 partners each during the first half (starting March) and second half (June) of 2026, spanning across Infrastructure, Business Application, and Industry categories.

See [campaign deck](#) for more details

KEY OBJECTIVE/OUTCOME

1) Pipeline: 20+ net-new qualified opportunities via ACE with campaign code, 2) Launch: 10+ production opportunities in ACE for \$1M+ AWS ARR, and 3) Marketplace: 10+ completed transactions

DEMAND ACTIVITIES

1) Webinar/Articles with HBR (75% funded), 2) Tech DevDays (75% funded), 3) Showcases (100% funded), and 4) Case Studies (100% funded).

COST TO PARTNER

~\$30k (MDF Eligible) \$160k campaign value.

CONTACT(S)

Questions? Reach out to: seenubr@amazon.com and courtswi@amazon.com

SELECTION CRITERIA

1) Named C-level sponsor committed to the initiative, 2) Working with a PDM and a PMM/vPMM, 3) AI and or Agentic Competency - preferred, not required, and 4) Solution listed on AI Agents & Tools Marketplace

AVAILABLE GEOS

Global

HOW TO ENGAGE

[Submit Nominations](#) by Feb. 28th, 2026 (first cohort)



AI Trailblazers Customer Video Testimonials

DESCRIPTION

A fully funded customer video testimonial program that highlights a customer's innovative solutions delivered by AWS Partners built on top of AWS AI services such as Amazon Bedrock, Amazon Q, and Amazon SageMaker.

To be selected, nominations must meet the following criteria:

- Customers must be publicly available and willing to tell their story of working with an AWS Partner on video (an MAF will be required to be on file in advance of setting a date for filming).
- Solutions delivered by AWS Partners must include and lead with AI in production on AWS.

KEY OBJECTIVE/OUTCOME

Build visibility with case study video (90-120 seconds)

COST TO PARTNER

No cost to selected partners

CONTACT(S)

Global abagnell@amazon.com
NAMER wagdiaz@amazon.com EMEA ginlemal@amazon.fr

SELECTION CRITERIA

AI Competency, Eligible for Reserved Tier Benefits

AVAILABLE GEOS

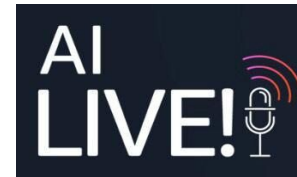
Global

HOW TO ENGAGE

Submit nominations via [smartsheet](#)



AI LIVE! Live Stream Show



Signature Reserved Benefit

DESCRIPTION

AI LIVE! is a dynamic live-streamed show exploring how AWS and our partners are helping organizations unlock real value with AI. Through engaging segments featuring AI partners and AWS leadership, we dive deep into four critical pillars of successful AI implementation: Business ROI, Data Strategy, Security and Compliance, Responsible AI, and Operations. Our rotating duo of expert host teams guides viewers through practical discussions with industry leaders in the AI landscape, from demonstrating tangible business returns and building robust data foundations to ensuring responsible AI deployment and scaling solutions in production. Join us for authentic conversations about what works, what doesn't, and how organizations are turning AI possibilities into business realities.

The show will be live in-person at the New York Summit and at AWS re:Invent in 2026.

KEY OBJECTIVE/OUTCOME

Build visibility through promotion at AWS events and on the APN YouTube Channel

COST TO PARTNER

No cost to selected partners

CONTACT(S)

Questions? Reach out to wagdiaz@amazon.com

SELECTION CRITERIA

AI Competency

AVAILABLE GEOS

Global

HOW TO ENGAGE

Nomination announcement coming soon



Industry Exclusive Campaigns



Foundry Industry Content Hub Campaign

DESCRIPTION

Dedicated industry content destination on CIO.com highlighting your unique value proposition around Migration & Modernization and AI, while highlighting an industry focus in FSI, Mfg, Retail, and/or HCLS.

Program includes:

- **Hosting:** Your hub will run for ~1-3 months (until goals met) and may feature up to three partner-provided assets, pending AWS branding compliance.
- **Content development:** Foundry, in collaboration with AWS and partner, creates:
 - One (1) ungated editorial article
 - One (1) 750-word white paper
- **Native promotions:** Campaign content will be amplified across Foundry's trusted B2B media brands (e.g. CIO.com, CSO Online, InfoWorld, Network World, and Computer World).

[Example](#)

KEY OBJECTIVE/OUTCOME

Option A: 200 one-touch leads, 50 BANT-qualified leads, 300K media impressions

Option B: 201 one-touch leads, 65 two-touch leads, 25 BANT-qualified leads, 300K media impressions

Option C: 173 two-touch leads, 300K media impressions

CAMPAIGN COMPONENTS

Two (2) custom assets, promotion of partner content

COST TO PARTNER

\$25,125 (50% MDF eligible)

PARTNER SLOTS AVAILABLE

8*

PARTNER PROVIDES

Up to three industry LOB-relevant assets. Must comply with AWS branding guidelines

AVAILABLE GEOS

Global

HOW TO ENGAGE

Submit nominations: [HERE](#)



Industry Executive AI Forum

DESCRIPTION

High-touch, in-person industry events featuring peer-to-peer discussions and keynote speakers to attract senior industry prospects around key business challenges. Larger-scale format driving more registrations, attendance, and conversations than standard roundtable events.

Program includes:

- Event theme development & speaker sourcing
- Venue selection and catering
- Marketing asset creation and landing pages
- Multi-channel outreach
- Pre-event confirmation calling
- On-site event management
- Post-event follow-up with all attendees

KEY OBJECTIVE/OUTCOME

100 MQLs, 50+ attendees, and 4-5 sales qualified meetings/partner

CAMPAIGN COMPONENTS

Senior level industry target audience, moderator, project plan and scheduled meetings

COST TO PARTNER

Estimated \$25,000 - \$35,000 (50% MDF eligible)

PARTNER SLOTS AVAILABLE

2-3 partners per event

PARTNER PROVIDES

C-level speakers, must be industry SMEs, industry-relevant thought leadership, registration promotion and amplification

AVAILABLE GEOS

Global

HOW TO ENGAGE

Submit nominations: [HERE](#)



AWS Partner Lounge at 3P Industry Events

DESCRIPTION

AWS Partner Lounge at 3P Industry Event:

- AWS Partner Lounge hosted within 3P industry conferences with demo spaces, content stage (AWS Theater), and more
- Executed at premier multi-day industry events with high concentration of senior industry leaders (VP, SVP, EVP, or C-Suite)
- "Powered by AWS" lounge—AWS-led strategy, partner-led space
- AWS-negotiated bespoke packages for industry partners offered through the organizer
- Partner receives official event sponsor rights, including lead management, access to event tools and resources, e.g. pre-conference company registration lists, logo listed as the official event sponsor, and more
- Managed by Entourage
- [EXAMPLE](#)

KEY OBJECTIVE/OUTCOME

Connect with executive buyers (up to 6 bespoke packages)

CAMPAIGN COMPONENTS

LOB Executive level audience, event promotion, multi-day activation, AWS Partner lounge with content stage, demos, & more

COST TO PARTNER

\$15,000 - \$50,000 (50% MDF eligible)

PARTNER SLOTS AVAILABLE

Up to 10 per event | 1 event in 2026

PARTNER PROVIDES

Industry-relevant content and demos, senior industry SME speakers, amplification & promotion

AVAILABLE GEOS

Global

HOW TO ENGAGE

Submit nominations: [HERE](#)





Thank you!

Questions? [Contact us](#)

