



# Market Development Funds

Square 9 is committed to finance mutually beneficial joint marketing activities that support future growth. Market Development Funds (MDF) are provided to assist the reseller in growing awareness about a national brand through local sales and marketing initiatives.

Square 9 looks to support your growing business efforts and help you gain a competitive advantage with the promotion of our solutions. Square 9's marketing team will track ROI each quarter to ensure funds are being used effectively. Listed below are examples of how MDF can be used.



## Lunch & Learn

Host an event, virtually or in-person, in which Square 9 provides lunch and you demonstrate Square 9 solutions to a group of current or potential customers.



## Sales Contests

Let Square 9 provide incentives (ex. YETI Cooler, gift cards) to your salespeople who sell the most Square 9 products during a period of time.



## Local Advertising

Advertise locally in your market to promote Square 9. Included but not limited to:

- Local PPC Campaign
- Radio/TV ads
- Print ads



## Sponsored Events

Find a event in your area to advocate for Square 9 solutions. Any promotional items and booth furnishings, such as tablecloths and banners, will be provided by Square 9.

**Contact us**

Contact your Regional Sales Director to start your MDF campaign today or email [info@square-9.com](mailto:info@square-9.com)

