

# IBM AI Applications sponsorship opportunity

Are you hosting an internal enablement education webinar with your sellers and/or a multivendor client facing virtual event? Request IBM to be a sponsor!

This will opportunity will run on a quarterly basis through 2021 depending on funding availability

## Requirements:

- You must be an IBM AI Applications (Maximo, TRIRIGA, Engineering, Weather, Sterling) Business Partner that has at least \$1M in open opportunities over the next 4 quarters in 2021
- This offer is only valid for the United States and Canada
- You must be hosting an internal education event (like a Quarterly Business Review or seller training) where it would benefit IBM to gain mindshare amongst your sellers , or a multivendor client facing event where it would benefit IBM to gain exposure amongst your clientele (if it's for a multivendor event, IBM cannot be the sole sponsor of the event)

## Process:

1. Submit a prospectus/proposal at least 6 weeks prior to the event which outlines the event description (size, audience, date, etc.) and what IBM will be receiving for the sponsorship (marketing at event, speaking time\*, branding on event gear, etc.).
2. Submit prospectus/proposal to [Rebecca.kim@ibm.com](mailto:Rebecca.kim@ibm.com) who will then submit it to IBM legal for approval
3. If approved, provide an invoice for the requested amount
4. Coordinate with your Business Partner sales managers and necessary speakers prior to and at the event to ensure all benefits of sponsorship has been received.

\*This information will also be posted on [PartnerWorld and accessible to all Business Partners](#)

