

Make a Difference Community Partner Grant - Marketing Plan

Executive Summary

Mytech Partners, Inc. Make a Difference Community Partner Grant is a contest to search for a non-profit organization to which we will donate our services to. Our goals for this event include expanding awareness of our companies and the services we offer, generating good participation in both the contest and event, and strengthening our community relationships. The application submission will last 6 weeks. We will provide a 2 week window for the selection process, and the contest will conclude at an event shortly thereafter, where we will announce the winner of the Grand Prize.

While there are many worthy for-profit businesses that would benefit from winning this contest, we have decided to limit our pool of applicants to non-profit organizations. This allows us to keep a narrower target for applicants as we work through hosting this contest and event for the first time. That said, our target audience for our marketing efforts is all community members in the geographic location. This gives community members another opportunity to support their favorite local non-profit by nominating them.

The Grand Prize is valued at up to \$250,000 in donated services over the term of the grant! The Make a Difference Grant Prize will include three years of Mytech Smart Business Suite Managed Services, and Project Services. The Top 5 Finalists and the Grand Prize winner will be selected by a panel of judges appointed by Mytech as well as any participating vendor and/or community partners, or community representatives. The Judges will select the winners based on:

- the organization's need
- the value the new technology will bring to the organization
- the ability of the organization to leverage the IT services provided
- the organization's vision

Our marketing efforts will be focused on email, social media, press releases, telesales, and word of mouth. We will be marketing this contest through our local vendor partners, local organizations, and local chambers of commerce that we have relationships with. We will equip all of them with the messaging they need to successfully help us market the contest with minimal effort. Our goal is to make it easy to get the word out and to apply so we get as much participation as possible.

Timeline

Dates for Applicants and Partners

Week 1 – Make A Difference Community Grant Team Meeting

Week 2 – Engage Vendor and Community Partners to collaborate, donate services, and/or participate as a judge/panelist

Week 3 – Finalize any co-sponsors and additional donated prizes

Week 4-5 Finalize Marketing Materials (website, emails, social posts, telesales scripts, etc)

Week 6-7 Start Marketing - Telesales starts calling, Call for Applicants, Application Window Opening Soon (Press Release)

Week 8 - Application Submission Window Opens (Contact local media outlets for coverage and help spreading the word)
Engage with Community to spread the word.

Week 14 – Application Submission Window Closes

Week 15 – Applications, and supporting materials are prepped for review

Week 16 – Panelists Meet to Evaluate Applications and Determine Winner

Week 17 – Announce Winner at Mytech Hosted Event

How to apply:

All applicants must:

- be a non-profit 501(c)3 business or charitable organization
- have their headquarters in the Denver Metropolitan area
- have between 15 and 40 staff
- not have their own IT staff
- not currently be a Mytech client
- align with Mytech's [Mission, Vision and Values](#)
- be able to articulate how improving their technology will help to further their mission and make a positive impact on our community.

If you feel your organization is eligible, fill out the application below.

Rules & Regulations:

COMPLETE OFFICIAL RULES



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NO PURCHASE NECESSARY TO ENTER OR WIN.
VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

ELIGIBILITY: Mytech Partners, Inc.'s Make a Difference Community Partner Grant ("Grant") is a promotional grant sponsored by Mytech with contributions by various technology partners, distributors, and others (collectively "Sponsors"). It is only open and offered to Not for Profit (NFP) charitable organizations located within Colorado with a minimum of 15 and a maximum of 40 computers in their organization. The NFP may be any 501c3 organization and/or charitable organization. The entrant must be an employee, volunteer or member of the Board of Directors of the NFP and enters with its permission and on its behalf. Employees of Mytech, any sponsors, their related companies, contractors, consultants, representatives, agents and immediate family and household members of each such employee are not eligible to enter directly. However, they may be volunteers or members of the Board of Directors of an entering NFP organization. This Contest is subject to all applicable federal, state, and local laws and regulations. All NFP entrants are responsible for compliance with any contractual limitations and/or office policies, if any, regarding participation or grant acceptance in this promotion.

IMPORTANT NOTICE: Each entrant has the responsibility to review and understand its policies regarding its eligibility to participate in this contest. If an individual is participating in violation of Entrant's policies or any applicable state or federal law or regulation, that Entrant may be disqualified from this Contest at Mytech's sole discretion.

CONTEST PERIOD: The contest entry period begins on October 1, 2018 at 8:00 a.m. Mountain Standard Time (MST) and ends on November 16th, 2018 at 11:59 p.m. MST. Qualifying Round judging will occur by December 1, 2018. The announcement of the winner will be made at Mytech's Lakewood, CO office – unless the attendees of the event will exceed 70 people – on December 5, 2018 at approximately 6:30pm MST.

SPONSORS: The Contest is sponsored by Mytech located at 200 S Union Blvd, Suite 100, Lakewood, CO 80228, and other Sponsors.

AGREEMENT TO OFFICIAL RULES: Participation in the Contest constitutes each NFP Entrant's full and unconditional agreement to and acceptance of these Official Rules and the decisions of Sponsors and Judges which are final and binding in all matters related to the Grant.

HOW TO ENTER: To enter during the Contest Period, visit <https://mytech.com/make-a-difference-community-partner-grant/> and follow the instructions to complete and submit a registration for the grant. Once submitted, entries may not be modified deleted or cancelled. Only completed Entries will be considered. Multiple entries for the same agency will not affect judging and will be consolidated into a single entry.

JUDGES: Mytech will select three judges from the community and/or Sponsors, in addition to the two judges from Mytech. The decisions of the judges are final.

JUDGING CRITERIA:

Qualifying Round: Entrants will be judged from their adherence to these Official Rules and a fully completed application. Panelists will meet to choose the Top 5 Finalists out of the applicant's submissions.

We are asking that all panelists select the finalists (and Grand Prize Winner) based on need, the perceived impact the Make a Difference Community Partner Grant will have on the organization's ability to fulfill its mission, and the organization's vision for how they can use technology to better serve their mission. Judging this contest is very subjective, and there could be several very worthy candidates. We have entrusted the judges to make the best decision with the information they are given.

PRIZES: There will be ONE (1) Grand Prize winner. The Grand Prize is valued at up to \$250,000 in donated services over the term of the grant! The network makeover Grand Prize will include three years of Mytech Smart Business Suite Managed Services, and Project Services.

The top 5 finalists will receive a Strategic IT Roadmap including a Network Security Risk Assessment.

All applicants will receive two seats to attend a Microsoft Office 365 Class in 2019.

IMPORTANT PRIZE INFORMATION:

All Products and services must be redeemed within six (6) months of prize award.

Prize components may not be resold, auctioned, bartered, assigned, exchanged, transferred or donated for a period of three (3) years from the date of their acceptance without the written permission of Mytech.

The winner will be responsible at their own cost and expense for any equipment, software licenses, Infrastructure as a Service/Software as a Service (IaaS/SaaS), Phone/Internet connections and other non-labor costs not included herein. The technology infrastructure investments need to be made in accordance to Mytech's Best Practices Value Map referenced here: <https://mytech.com/bestpractices/>.

All elements of the grant are awarded in Sponsors' sole discretion based on an assessment and consultation with the winning organization. Additionally, on an annual basis, Mytech will review the with the Grant winner the following criteria so that Mytech and Grant winner can stay in alignment and mutually adjust if needed:

Client is in good standing in the community and continues to align with our Mission Vision and Values.

Client has worked directly with Mytech to develop an Annual IT Plan and is actively executing the plan.

Client has submitted an updated Annual plan and financial overview to Mytech.

As part of the Grant Winner's acceptance, Mytech will present to the Board of Directors on an annual basis to share the Strategic IT Roadmap and be available for questions.

No cash or other substitutions in whole or in part are permitted except at the discretion of Sponsors who reserve the right to substitute a prize of comparable value if any portion of the prize is deemed unsuitable for winning organization.

Upon completion of Mytech's analysis and at its sole discretion, unneeded, superfluous or duplicate equipment may be eliminated or other equipment or services substituted.

Mytech will have the prize winner participate in a case study and/or in other public relations or marketing activities.

GENERAL CONDITIONS: All Entrants, Finalists, and the winner must comply with all terms and conditions of these Official Rules; winning is contingent upon fulfilling all requirements. In addition and without limiting any other provision in these Official Rules, Sponsors reserve the right to disqualify any Entrant who, in Sponsors' sole discretion: (i) is not in compliance with these Official Rules, (ii) tampers with the entry process, the grant, or the website; or (iii) is acting in an uncooperative, unsportsmanlike, disruptive, abusive, or threatening manner. By submitting an Entry, each Entrant grants to Sponsors the right to print, publish, display, broadcast, and use, worldwide in any media including the World Wide Web and the Internet, at any time, the Entrant's name and basic, entry information, statements about the promotion, as news, information and for Sponsors' trade, advertising and/or promotional purposes without additional compensation or review.

SPONSOR'S RIGHTS TO GRANT ENTRIES: By entering, Entrant represents and warrants to Sponsor that its entry and all information therein is accurate and truthful to the best of Entrant's knowledge, and further represents and warrants that the Entry does not contain any confidential or proprietary information of the submitting organization or any third party. Submission of Entry grants the Sponsor and its agents the right in perpetuity to reproduce, publish, use, edit, adapt and/or modify such Entry, in any way, in any and all media, without limitation and without compensation to Entrant. The winner also agrees that the Sponsor may, at its sole discretion, use the name of the Winning Organization along with details of the Prize including technical, managerial, and other information in advertising, marketing, and other promotional material.

LIMITATIONS OF LIABILITY: BY ENTERING THIS CONTEST OR ACCEPTING ANY PRIZE, EACH ENTRANT AND WINNER AGREE THAT THE SPONSORS AND THEIR RESPECTIVE AFFILIATES, EMPLOYEES, REPRESENTATIVES AND AGENTS ("RELEASED PARTIES") WILL HAVE NO LIABILITY WHATSOEVER FOR, AND WILL BE RELEASED AND HELD HARMLESS BY ENTRANTS AND BY THE WINNER FOR: (1) ANY INCORRECT OR INACCURATE INFORMATION, WHETHER CAUSED BY ENTRANTS, PRINTING ERRORS OR BY ANY OF THE EQUIPMENT OR PROGRAMMING ASSOCIATED WITH OR UTILIZED IN THE CONTEST; (2) TECHNICAL FAILURES OF ANY KIND, INCLUDING BUT NOT LIMITED TO, MALFUNCTIONS, INTERRUPTIONS, OR DISCONNECTIONS IN PHONE LINES OR NETWORK HARDWARE OR SOFTWARE; (3) UNAUTHORIZED HUMAN INTERVENTION IN ANY PART OF THE ENTRY PROCESS OR THE CONTEST; (4) TECHNICAL OR HUMAN ERROR WHICH MAY OCCUR IN THE ADMINISTRATION OF THE CONTEST, THE PROCESSING OF ENTRIES OR INSTALLATION OF THE PRIZES; OR (5) ANY INJURY OR DAMAGE TO PERSONS OR PROPERTY WHICH MAY BE CAUSED, DIRECTLY OR INDIRECTLY, NOW OR IN THE FUTURE, IN WHOLE OR IN PART, FROM ENTRANT'S PARTICIPATION IN THE CONTEST OR DELIVERY, MIS-DELIVERY, ACCEPTANCE, POSSESSION, SET-UP, INSTALLATION, RECEIPT, USE OR MISUSE OF ANY PRIZE, OR ANY PRIZE RELATED ACTIVITY, AND WHETHER OR NOT CAUSED BY THE NEGLIGENCE OF ONE OR MORE OF THE RELEASED PARTIES. UNDER NO CIRCUMSTANCES SHALL SPONSORS OR PRIZE SUPPLIER BE LIABLE TO YOU OR ANY



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THIRD PARTY FOR PUNITIVE, INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES ARISING FROM ENTRANT'S PARTICIPATION IN THIS PROGRAM , ANY PRIZE OR ENTRANT'S RECEIPT, USE OR INSTALLATION OF ANY PRIZE.

Neither Sponsors nor prize supplier(s) are responsible for any delayed, lost, incorrect or inaccurate information, whether caused by Entrants, by any of the equipment or programming associated with or used in the Contest, or by any technical or human error that might occur. Entrants shall be deemed to have read and agree to be bound by these Rules and Conditions and by the decisions of Mytech which shall be final and binding in all respects. Sponsors' failure to enforce any provision of these Official Rules shall not constitute a waiver of any provision.

DISPUTES: Any dispute, controversy or claim arising out of or relating to this Contest or these Official Rules, or the breach thereof, shall be settled by the Executive Officer of the winning Organization and by the CEO of Mytech.

WINNER LIST: The Make a Difference Community Partner Grant Winner along with the four runner up organizations will be announced at Mytech Partners and it will be published on our web site www.mytech.com.