



DPN Marketing Development Funds Program

Table of Contents

Program Overview

Application Requirements

Program Restrictions

Steps to Reimbursement

Submission Deadline for Requests

Eligible Marketing Activities

Ineligible Marketing Activities

Proof of Cost & Metrics

Legal Notice

Program Overview

Datadog's Marketing Development Funds (MDF) Program provides financial and logistical support to partners that are strategically aligned and actively engaged with the Partner Marketing team. Funding is available across all partner types (Resellers, Consultants, MSPs, GSIs) when there is a clear opportunity to drive joint impact.

The aim of the Program is to strengthen Partner ability to sell and implement Datadog's product by creating robust sales funnels and effective marketing campaigns. The Program is managed in the Partner Portal, however in order to access any approved Program funding, Partner must first complete onboarding with Datadog to the Coupa Supplier Portal.

Program funding is provided in the form of cash reimbursement of the actual costs incurred by Partner in carrying out one or more of the approved marketing activities set out in this Policy ("Eligible Marketing Activities"). Please note that MDF funds may also go towards marketing campaigns jointly carried out with Datadog.

Application Requirements

Funding amounts are not fixed and will vary by activity type, region, and strategic importance of the partnership. MDF support is subject to regional approval and budget availability, and reimbursement levels will be 50% of the total cost of the approved activity. All applications for Program funding must be made by Partner through the designated [Global Form](#) 10 business days before the beginning quarter of the activity start date. Requests submitted in time will have a higher chance of being approved, while late requests will not be prioritized, and are treated as exceptions. Datadog reserves the right to request additional documentation and/or make further queries of Partner in order to assess the MDF Proposal.

Upon receipt of the MDF Proposal, and subject to Partner responding to any requests for additional documentation to Datadog's reasonable satisfaction, Datadog will provide its determination on Partner's MDF Proposal within 14 days. Pre-approval will be assessed based on whether the MDF Proposal adequately addresses and meets the criteria stipulated for the corresponding Eligible Marketing Activity set out in this Policy.

Following the completion of the campaign, the Partner is required to submit proof of cost (invoices, receipts, or documents showing actual activity expenses) and campaign metrics within 14 days. Leads generated from MDF-funded activities are considered tangible success metrics of the MDF Program and must be submitted via the [Metrics Form](#) in CSV format, including the following fields: first name, last name, email, job title, company, and phone number. Leads will be uploaded to our CRM with a note that Datadog sellers must engage the PSM and Partner.

If the campaign is successful, Partner may be eligible for reimbursement. If the activity goal is not achieved, Partner should submit a brief assessment on the campaign to apply those learnings to future campaigns. On the other hand, if Partner requests MDF and the activity is not executed at all, their next request will suffer a deduction on the approved amount as a penalty for not committing to the program's execution.

Datadog will review and determine whether the Reimbursement Claim meets all Program requirements. If all requirements are met, Datadog will issue a final approval to Partner specifying the relevant amount to be reimbursed. If any Program requirements have not been satisfied, Datadog will provide written notice to Partner identifying the relevant issues with the Reimbursement Claim, upon receipt of which Partner will have 14 days to address the issues and resubmit the Reimbursement Claim for approval.

Upon approving a Reimbursement Claim, Datadog will provide reimbursement of the approved amount within 30 days for international partners and 60 days for domestic partners. All reimbursements will be processed through the Coupa Supplier Portal.

Let's recap

| | |
|----------------------------|---|
| Who's eligible | <ul style="list-style-type: none"> - Partners with an active Partner Agreement and DPN Addendum - Actively engaged with the Partner Marketing team - Strategically aligned with Datadog's regional GTM priorities |
| Benefit | 50% of reimbursement for approved activities |
| Dates | <ul style="list-style-type: none"> - Submit your request 10 business days before the beginning of the quarter - Receive approval/denial after sharing requested information within 14 days - Submit your metrics 14 days after the activity end date |
| Eligible activities | <ul style="list-style-type: none"> - Eligible: Partner-led webinars and bootcamps, technical workshops, field events (executive dinners, happy hours, networking sessions), case studies, joint content, digital/ABM campaigns, PR/analyst/media activities, industry sponsorships, sales kick-offs, and enablement initiatives (including certifications and hands-on labs). - Ineligible: Non-Datadog campaigns, internal staff costs, gifts, recreational events, travel, and donations. |
| Reimbursement | Reimbursement will be provided via the Coupa Supplier Portal once all requirements have been made. |

Program Restrictions

Partner acknowledges that Program funding is a purely discretionary grant to qualifying Partners and that all determinations made by Datadog pertaining to Program funding are final and binding.

Program funding is inclusive of any taxes, levies, duties or charges imposed on Partner by government authorities.

Partner shall have no right to appeal, contest or assert any claim with regard to Datadog's decisions for Program funding.

Partner may not sell, license, rent, or otherwise transfer Program funding. Program funding may only be applied to offset Partner's expenditure as stipulated by the Reimbursement Claim.

By accepting Program funding, Partner represents and warrants that its receipt and use of Program Funding is not prohibited or inconsistent with any Applicable Laws or regulations (including applicable ethics or procurement rules) and will not create a conflict of interest for Datadog.

Steps to Reimbursement

Step 1: Partner will submit a [Global Form](#) 10 business days before the beginning quarter of the activity start date.

- Within the request form, Partners must agree to include Datadog's Consent Language Requirement and acknowledge participation in the Select Benefits Program.
- Partners are expected to commit to their own success metrics at the time of application, which will be reviewed after the activity.

Step 2: If Partner is not yet onboarded to the Coupa Supplier Portal, the MDF requester will receive an approval email with required information that will need to be sent to Datadog.

Step 3: Subject to any additional information required for Datadog's assessment of Partner's MDF request; Datadog will provide its determination within 14 days. Emails will be sent to the MDF requester.

- If approved, Datadog will create a PO on your behalf through the Coupa Supplier Portal.

Step 4: Execute the project with the pre-approved MDF request activity.

Step 5: Submit your proof of cost and campaign metrics to the [Metrics Form](#) 14 days after the activity end date.

Step 6: Datadog will review and determine whether the reimbursement claim meets all Program requirements, future information may be requested by Partner. Emails will be sent to the MDF requester.

Step 7: Upon approving the proof of cost and campaign metrics, Datadog will process reimbursement.

Submission Deadlines for Requests

| ACTIVITY DATE | SUBMIT MDF REQUEST BY: |
|---------------|------------------------|
| Q1 | December 18 |
| Q2 | March 18 |
| Q3 | June 17 |
| Q4 | September 17 |

Eligible Marketing Activities

| ELIGIBLE ACTIVITIES | DESCRIPTION |
|---|--|
| Webinars / Bootcamps | Opportunities to showcase integrations, use cases, and thought leadership while engaging prospects. |
| Technical Workshops | Hands-on technical enablement and readiness with prospects or customers. |
| Field Events (Exec Dinners, Happy Hours) | In-person events designed to create meaningful engagement, ranging from CxO-level dinners to broader networking opportunities. |
| Case Studies | Jointly published customer success stories demonstrating real-world outcomes. |
| Joint Content | Co-branded briefs, guides, or sales collateral highlighting the value of the partnership. |
| ABM / Digital Campaigns | Targeted digital demand generation campaigns to drive leads and opportunities. |
| PR / Analyst / Media | Initiatives to increase awareness and market positioning through media coverage or analyst engagement. |
| Industry Sponsorships | Large-scale sponsorships designed to engage prospects and showcase the Datadog partnership. |
| Sales Kick-Offs | Partner-driven activities that support seller enablement and executive alignment. |
| Enablement | Training, certifications, and hands-on labs designed to strengthen partner capabilities. |

Ineligible Marketing Activities

The below is strictly a guide and not intended as an exhaustive list of ineligible marketing activities. Datadog reserves the right to deem any marketing activity that does not accord with the Program objectives as ineligible for Program funding.

| INELIGIBLE ACTIVITIES | DESCRIPTION |
|--|--|
| Any non-Datadog related campaigns | All campaigns must be focused on Partner's joint Datadog offering. |
| Staff activities | Datadog will not reimburse any partner team activities or gifts intended for either partner or Datadog employees. |
| Internal partner costs | Datadog will not reimburse any costs related to partner employees regardless of whether they are full-time, part-time or contract employees. |
| Social events | Datadog will not reimburse any fees related to recreational activities. |
| Travel fees | Datadog will not reimburse any fees associated with partner employee travel. |
| Charity donations | Datadog will not reimburse any fees related to charitable donations. |
| Sponsorships | Datadog will not reimburse any fees for a Partner's sponsorship of Datadog-hosted events (e.g., Datadog Summit, Datadog Live, DASH). |

Proof of Cost & Metrics

Partner must submit proof of cost for the activity as well as the campaign metrics to the [Metrics Form](#) within 14 days of the activity end date to ensure reimbursement.

Third-party receipts are required to show the actual incurred costs of the approved activity and can receive 50% reimbursement. The receipts should clearly show a date and the total paid amount paid by Partner.

Campaign metrics include lead lists and/or an activity performance brief. Leads reported via the Metrics Form in CSV format (first name, last name, email, job title, company, phone number), which will be uploaded to our CRM noting Datadog sellers must engage the PSM and Partner.

Legal Notice

To help Partners expand the reach and influence of their marketing initiatives, the Datadog Partner Network (“DPN”) is proud to announce our Marketing Development Funds (“MDF”) program (“Program”). This Program policy (“Policy”) outlines the process, requirements and details of the Program and may be updated from time to time by Datadog by posting a revised version in the DPN portal; any revisions, once posted, will have immediate effect.

Participation in the Program will be governed by the terms and conditions set out in the Select Benefits Program Addendum found in the DPN portal under ‘Legal Documents’. Capitalized terms not otherwise defined in this Policy will have the respective meanings assigned to them in the Select Benefits Program Addendum.