



PKF Marketing Fund

Here's an overview of the marketing activities we can help fund. It's important to read this before requesting any funding from us.

ADVERTISING

Activity	We can help fund	Your activity must	We won't help fund
Digital & social	<ul style="list-style-type: none"> targeted LinkedIn or Facebook advertising digital billboard advertising video production 	<ul style="list-style-type: none"> include a Xero global partner badge promote Xero benefits 	<ul style="list-style-type: none"> Google Adwords search engine optimization (SEO)
Newspaper & magazine	<ul style="list-style-type: none"> local newspapers community newsletters or industry publications 	<ul style="list-style-type: none"> include a Xero global partner badge include a call to action promote Xero benefits 	<ul style="list-style-type: none"> yellow or white pages business listings
Radio	<ul style="list-style-type: none"> all advertising 	<ul style="list-style-type: none"> include a call to action promote Xero benefits 	<ul style="list-style-type: none"> ads that mention other accounting software providers
TV	<ul style="list-style-type: none"> all advertising 	<ul style="list-style-type: none"> include a Xero global partner badge include a call to action promote Xero benefits 	<ul style="list-style-type: none"> ads that mention other accounting software providers
Content marketing	<ul style="list-style-type: none"> content writing and placement costs 	<ul style="list-style-type: none"> include a Xero global partner badge promote Xero benefits 	<ul style="list-style-type: none"> content that mentions other accounting software providers subscription costs

COLLATERAL

Activity	We can help fund	Your activity must	We won't help fund
Flyers	<ul style="list-style-type: none"> flyers and handouts promoting your services and Xero 	<ul style="list-style-type: none"> include a Xero global partner badge promote Xero benefits 	<ul style="list-style-type: none"> flyers that mention other accounting software providers

EVENTS

Activity	We can help fund	Your activity must	We won't help fund
Client events	<ul style="list-style-type: none"> • promotion and event costs 	<ul style="list-style-type: none"> • run for at least two hours • host at least 20 prospective Xero clients • include a presentation by your Xero account manager • include Xero branding (poster/pull up banner/global partner logo) <p>Note: provide event photos to Xero at the conclusion of the activity.</p>	<ul style="list-style-type: none"> • drinks with colleagues and internal office parties • events where Xero isn't proactively discussed • events with fewer than 20 prospective Xero clients • accommodation and travel

SIGNAGE

Activity	We can help fund	Your activity must	We won't help fund
Exterior office signage	<ul style="list-style-type: none"> • exterior signage that includes a Xero global partner badge 	<ul style="list-style-type: none"> • include a Xero global partner badge • Xero global partner badge must be between 20-25% of the total size 	<ul style="list-style-type: none"> • signage with the Xero corporate logo
Vehicle signage	<ul style="list-style-type: none"> • signage that includes a Xero global partner badge 	<ul style="list-style-type: none"> • include a Xero partner badge 	<ul style="list-style-type: none"> • signage with the Xero corporate logo

WE WILL NOT APPROVE THE FOLLOWING:

- accommodation and travel to and from events
- sports branding, such as race cars, yachts, and uniforms
- sponsorship of local sports teams and events
- sponsorship of charity initiatives
- business-as-usual items like business cards, stationery and work uniforms
- updates to practice website
- telemarketing or the purchase of prospect lists
- search engine optimisation and search engine marketing campaigns
- online business directory listings including Yellow Pages
- generic branding or advertising that doesn't specifically reference Xero
- ads that offer services not directly connected to Xero
- anything that mentions or promotes other accounting software providers

TO QUALIFY FOR THE MARKETING FUND, YOUR MARKETING ACTIVITY MUST ALSO:

- promote the benefits of Xero, and
- include a call to action to visit www.xero.com

Happy with everything above? Great, you're ready to apply for the PKF Marketing Fund.

[Get started here](#)