

Marketing Central Activation Contest with AWS Challenge Terms & Conditions

DESCRIPTION OF CONTEST:

From October 16th, 2025 12:00 AM PDT to December 31st, 2025 11:59 PM PDT, enter the Marketing Central Activation Contest with [Amazon Web Services](#) (“**AWS**”) and log into Marketing Central for a chance to win a \$1,000 Agency Connect credit towards a Channel Company’s Demand Generation program.. NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. Terms and conditions apply.

CONTEST TERMS AND CONDITIONS:

By entering the Marketing Central Activation Contest with AWS (“**Contest**”), you agree to be bound by these Terms and Conditions. NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

From October 16th, 2025 12:00 AM PDT to December 31st, 2025 11:59 PM PDT (“**Contest Period**”), enter the Contest and log into Marketing Central for a chance to win a \$1,000 Agency Connect credit towards a Channel Company’s Demand Generation program.. To qualify for the Contest, you must log into Marketing Central. Must be at least 18 years of age. Excludes individuals living in Russia, Cuba, Iran, Syria, North Korea, and the region of Crimea. Employees of AWS, their immediate family members, and members of their households are not eligible to participate. Limit one entry per person.

Judging Criteria:

All Partner Activities performed by an eligible participant during the Contest Period will be verified by The Channel Company (“**TCC**”), and the winners will be selected.

. TCC will have primary administrative responsibility for verifying Partner Activities,; TCC’s reasonable, documented determinations regarding, eligibility, and timestamps will control, subject to AWS’s right to audit or review TCC’s administrative process.

Entries that do not meet the requirements set forth in these Terms and Conditions may be disqualified in AWS’s sole discretion. Winners will be selected by January 15th, 2026 5:00 PM PDT. Approximate retail value of the prize is \$1,000 USD for a credit towards the TCC Demand Generation Program, or an equivalent custom MDF funds. AWS reserves the right to substitute a prize (or portion thereof) for an item of comparable or greater value, at AWS’s sole discretion.

If you are selected as a winner, TCC will contact you via the email address used to log into Marketing Central during the contest period by January 15th, 2026 5:00 PM PDT. The prize will be delivered to you by TCC. Failure to provide the requested information or to respond to communications about the Contest within a reasonable period of time, as determined by AWS in its sole discretion, may result in the forfeiture of the prize.

By accepting the prize, you confirm that your receipt is neither prohibited nor inconsistent with any applicable laws, regulations, or binding orders, including applicable ethics or procurement rules, your receipt will not create a conflict of interest for AWS, and there are no ongoing competitive procurements for which your receipt of this benefit could conflict AWS from participating in the competition.

Failure to provide any necessary personal information may result in participants' participation in the Contest being deemed ineligible. AWS handles your information in accordance with [AWS Privacy Notice](#).

Data Handling by The Channel Company. AWS's Privacy Notice governs AWS's handling of participant information. Separately, TCC will access platform activity and registration details only to verify entries, confirm login activity resulting from TCC marketing efforts, and to notify winners of credits awarded. All such processing by TCC will be limited to data available within the Contest platform; TCC will not export or share participant data outside the platform except to the extent necessary to deliver prizes and to comply with applicable law. No participant personal data will be transferred from the platform to third parties for marketing without the participant's consent. Any questions about TCC's handling of Contest data may be directed to privacy@thechannelcompany.com.

Acceptance of prize by the winner constitutes permission for AWS to use winners' names or likenesses, and city, state or province, and country, if submitted to AWS, for any disclosures required by law, including a winners list, and for advertising and promotional purposes relating to the Contest in any and all media now or hereafter devised, worldwide in perpetuity (or to the maximum extent permissible under applicable law), without additional compensation, notification or permission, unless prohibited by law. TCC will provide AWS any winner information reasonably necessary for prize fulfillment and compliance.

Governing Law and Jurisdiction:

These Terms will be governed by and construed in accordance with the laws of the State of Washington, without regard to conflict of laws principles. Any action or proceeding arising out of or relating to these Terms shall be brought in the state or federal courts located in King County, Washington, and each party hereby consents to the exclusive jurisdiction and venue of such courts.

Dispute Resolution

Any dispute, claim or controversy arising out of or relating to these Terms, including any question regarding their existence, validity, or termination, shall be resolved by binding arbitration administered in Seattle, Washington under the rules of the American Arbitration Association by a single arbitrator. Judgment on the award rendered by the arbitrator may be entered in any court having jurisdiction. Notwithstanding the foregoing, The Channel Company (TCC) retains sole administrative authority to verify entries, determine winners, and to resolve eligibility or scoring questions in good faith during the Contest; such administrative determinations by TCC will not be subject to arbitration, except to the extent a court or arbitrator finds that TCC acted in bad faith or manifestly outside the scope of its delegated administrative authority.

The Contest is sponsored by AWS. AWS reserves the right to cancel or modify the Contest at any time and for any reason. AWS and its affiliates and licensors will not be liable to you under any cause of action or theory of liability relating to the Contest, even if a party has been advised of the possibility of such damages, for (a) indirect, incidental, special, consequential, or exemplary damages, or (b) lost profits, revenues, customers, opportunities, or goodwill. In any case, AWS and its affiliates and licensors' aggregate liability under these Terms and Conditions will not exceed USD \$100. The limitations in this paragraph shall apply only to the maximum extent permitted by applicable law.