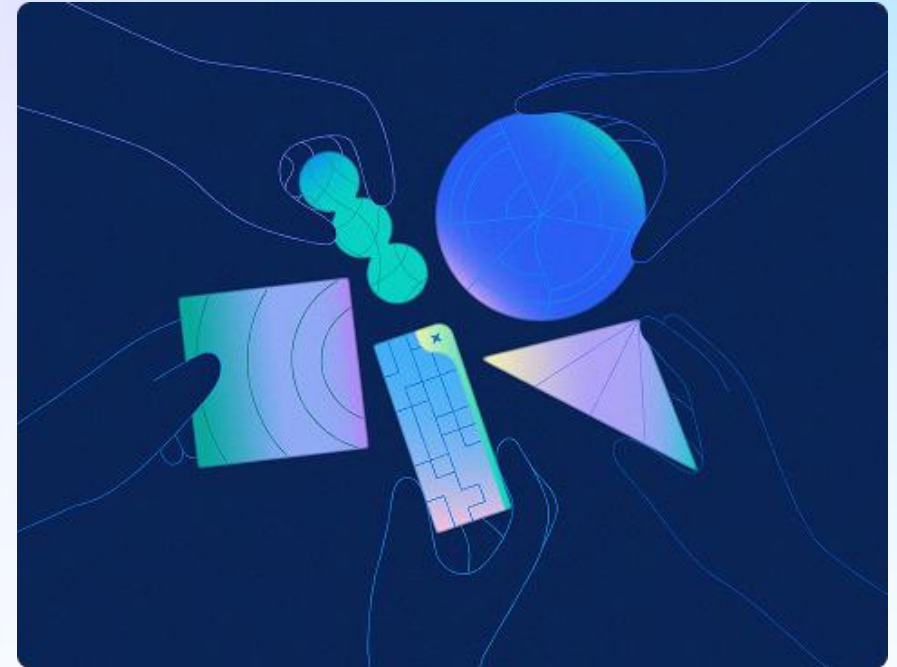




AI COMPETENCY PARTNER GTM

AWS AI Competency Partner GTM Activations



Introduction



Welcome to the next step in your AI journey with AWS. The [AWS AI Competency](#) recognizes AWS Partners who demonstrate advanced expertise in delivering secure, production-ready AI solutions on AWS. AWS helps AWS Partners accelerate their AI business through a range of go-to-market (GTM) activations and co-marketing opportunities.

Your participation in this enablement process reflects your organization's growing commitment to building differentiated AI capabilities and aligning with AWS best practices in technical validation, customer success, and responsible AI. AWS AI Competency Partners unlock a range of co-marketing and GTM opportunities tailored to your readiness and goals.

Partners engage through a simple nomination and validation process, coordinated by AWS Partner Marketing. You'll gain access to programs that meet you where you are—from early awareness and demand generation to high-touch strategic initiatives that amplify your visibility and accelerate your AI growth.

Audience and eligibility

This deck is designed for:

- [AWS internal teams](#) — PDMs, PSAs, and PMMs who guide partner GTM strategy.
- [AWS Partners](#) — organizations pursuing or holding the AI Competency, including the new [Agentic AI Specialization](#).

Eligible Partner Types:

- AI Competency Partners
- AI-focused Independent Software Vendors (ISVs)
- System Integrators (SIs/GSIs)
- Startups and emerging builders in the agentic AI space

Whether your organization is just starting to build AI awareness or ready for high-impact strategic marketing, AWS has a GTM path designed to fit your goals and readiness.



Content Creation + Double Touch Media + 3-Month Nurture

DESCRIPTION

Partners will engage with 3marketeers to develop either a Case Study ebook (8 page) or a Customer Case Study Video (remote filming).

3marketeers will create a personalized prospect list for the Partner’s ownership and execute Double Touch Media promotion of assets to target accounts you identify.

The campaign also includes 3 months of lead nurture via emails, landing pages, and a contact form driving enhanced “Lead Insights” on all MQLs delivered in real-time to your sales team.

For a video overview: <https://aws-programs.com/GenAIcompetency>

KEY OBJECTIVE/OUTCOME : Content Creation, 5,000 prospect list & 50 MQLs

CAMPAIGN COMPONENTS : Case study or video, 3 social tiles, 6 emails

COST TO PARTNER : \$12,500 (MDF eligible)

PARTNER SLOTS AVAILABLE : 6

PARTNER PROVIDES : 3 assets, target account list (min 500)

AVAILABLE GEOS : NAMER and EMEA

HOW TO ENGAGE : Submit nominations via [smartsheet](#)



AWS Partner Gamechangers

DESCRIPTION

AWS Gamechangers showcases partners and customers who are transforming business with AI solutions built on AWS, brought to life by legendary photographer George Lange. The stories span multiple industries, showing how AI can streamline manufacturing processes, boost energy efficiency in buildings, resolve supply chain bottlenecks, accelerate content creation, and much more. Partners receive an ebook including the photography and interview, plus a short form video asset (:30) for social promotion (NEW in 2026).

Explore [AWS Gamechangers](#).

KEY OBJECTIVE/OUTCOME : Assets will be used in a campaign that will provide 100 MQLs

CAMPAIGN COMPONENTS : Ebook, Photography, 1x (:30) Video Asset, 100 MQLs

COST TO PARTNER : No cost to selected partners

PARTNER SLOTS AVAILABLE : 4 (Q1 EMEA)

PARTNER PROVIDES : Quote for video, team member(s) for photoshoot

AVAILABLE GEOS : Global

HOW TO ENGAGE : Submit partner customer story nominations via email to abagnell@amazon.com.



AWS Marketplace Spotlight Series

DESCRIPTION

AWS Marketplace Spotlight Series (think half demo, half webinar) covering AWS Marketplace as the go-to place for AI solutions for business and technical decision makers, architects, and technical builders, featuring a Partner's customer story and/or demo of Partner's generative AI solution listed in AWS Marketplace.

AWS will accept partner nominations and select Spotlight Series opportunities that align with our campaigns. AWS will fund the content creation and agency-supported project management. Each Partner will be able to run their own lead generation for the Spotlight Series using the provided demand generation kit. AWS will also conduct demand generation activities on behalf of the partner, and all content will be incorporated into nurture campaigns. Content syndication and tele-verification add-ons are available for a fee to generate and qualify leads via agency-led programs.

KEY OBJECTIVE/OUTCOME :

Drive qualified demand, PSQLs

CAMPAIGN COMPONENTS :

Spotlight video, demand gen kit, lead gen + add on available

COST TO PARTNER :

No cost to chosen partners

PARTNER SLOTS AVAILABLE :

Subject to availability. First come, first serve.

PARTNER PROVIDES :

Review cycles, lead gen

AVAILABLE GEOS :

GLOBAL (must be NAMED-focused)

HOW TO ENGAGE :

PDM/PMM can nominate [here](#). Nominations are open and there is no close date.

1:1 Qualified Meetings

DESCRIPTION

Helping Partners set key appointments based on ideal customer profile.

Partners will receive 30,000 credits with Quartz Network to drive approximately 30-35 sales qualified meetings.

Partners will set their ideal customer profiles and will utilize three different channels at Quartz Network to drive 1:1 qualified meetings and pipeline:

- [QN Solutions](#) (on-demand)
- In-person event meetings
- Online event meetings

KEY OBJECTIVE/OUTCOME: Accelerate pipeline; 30-35 MQLs

CAMPAIGN COMPONENTS: 30-35 sales qualified meetings

COST TO PARTNER: \$8,500 (MDF eligible)

PARTNER SLOTS AVAILABLE: 5

PARTNER PROVIDES: Ideal customer profile, 1:1 meetings with customers

AVAILABLE GEOS: NAMER

HOW TO ENGAGE: Submits Partner nominations via [smartsheet](#)