

2025 Microsoft Partner of the Year Awards

Frequently Asked Questions

The 2025 Microsoft Partner of the Year Awards will be celebrated around Microsoft [Ignite](#). This prestigious awards program recognizes partners who Microsoft believes delivered exemplary solutions built on Microsoft technologies. Answers to questions you may have about the 2025 Microsoft Partner of the Year Awards program can be found in the sections below. If you do not find the information you need, please email the [Microsoft Partner of the Year Awards team](#). Please allow at least two (2) business days for a response.

Awards submission tool questions

Are there instructions on how to submit my award?

Yes! Once you log into your Partner Center account and access the award application tool, there are instructions within the awards submission application tool, https://aka.ms/POTYA_Nominate.

Will I be allowed to submit for an award if I do not meet the eligibility requirements?

There are certain criteria which you must meet to apply which are listed in the awards guidelines document. Some criteria will be automatically verified in the award application tool, including Microsoft Solutions Partner designations. Some awards will also have additional criteria that are not automatically verified in the application tool. Please review award requirements carefully. To be selected as an award winner or finalist you must have met all eligibility requirements specified for that specific award.

How do I edit my entry?

To edit your entry, log into your profile on the award application tool and click on the entry you wish to modify. Once a nomination is submitted, no edits can be made to any nomination entry. You can also save your nomination as a draft but note that you must have successfully submitted your award entry for it to be reviewed by the judging panels and be eligible to win.

How do I submit my award entry?

Nominations are only accepted via the award application tool, accessible within your Microsoft Partner Center account. You must submit your award entry after the tool opens and before the deadline.

Will I still be able to access the awards submission application tool after submissions close?

Yes, you will be able to access and view your entry after that date, but you will not be able to make changes or withdraw your submission.

Can we enter more than one nomination for the same award based on having different products or case studies we want to highlight?

Yes, you can enter multiple award nominations for the same award or enter the same case study or story for more than one award.

Can I delete or change my entry after it has been submitted?

No, once the nomination entry is submitted, no edits can be made.

Can I enter some data and then come back and complete my submission later?

Yes. Be sure to save your work along the way. You may exit the application and when you enter back in, you can go to your dashboard and click on the nomination you wish to update.

Can I upload video presentations to my entry?

Yes, it is possible to upload a supporting document as part of your award submission.

What is the maximum number of characters that can be entered into an answer?

All nominations are limited to 8,000 characters (not including spaces). We strongly recommend that you create and finalize your answers in Microsoft Word before copying and pasting them into the award application tool. To see the character count for your answer in Microsoft Word simply highlight your answer and then click on the review tab. Select the Word Count option from the toolbar and reference the "Characters (with spaces)" count in the window that is displayed.

Can you send me the questions in an e-mail message?

We are unable to e-mail the questions to you.

Program Questions

What is the deadline for submitting my entry?

The last day to submit an awards entry is **Friday, July 18, 2025**, 6:00 P.M. Pacific Time. No extensions beyond this will be given. This deadline is FIRM.

What if there are technical issues with the nomination tool that prevent my submission from being entered?

If you experience technical issues with the nomination tool, please email our support team with the details of your issue. Please note that we advise that submissions be submitted well before the deadline to allow enough time for technical issues to be resolved.

Can I submit more than one entry?

Yes, you can submit different entries or nominate different solutions for the same category or enter the same solution in different categories (if it is appropriate for the award category). You must meet the requirements for the award category you are submitting for in order to be selected as a winner or finalist.

Can I submit my solution in an award category even though I don't meet the eligibility requirements?

To be selected as a winner or finalist in an award category, you must meet the specified eligibility requirements. This requirement cannot be waived.

What award should I apply for? Can you review my solution and advise me?

Unfortunately, we cannot review solutions

What has changed in eligibility requirements year-over-year?

Awards eligibility varies by award. Certain awards' 2025 eligibility requirements may have been updated to include new criteria, such as Solutions Partner designations or specializations. We continue to recognize partners enrolled in the Microsoft AI Cloud Partner Program. Please review specific award guidelines for the list of eligibility requirements.

I noticed that some of the award categories change year over year. Why is that?

The Microsoft Partner of the Year Awards is partially aligned around solution areas. Careful consideration is given each year in formulating the awards offerings, both aligning with the mission and goals of the Microsoft AI Cloud Partner Program and the partner ecosystem. We invite you to review all awards guidelines and requirements to see all awards in which you may qualify.

How can I get help if I don't understand one of the questions?

Email the [Microsoft Partner of the Year Awards team](#). Let us know which question you need assistance with, and we will try to clarify it for you. Please allow at least two (2) business days for a response.

What are the judging criteria?

These vary by award. However, all entries are judged solely on nomination entry content.

Are you looking for an answer for a single solution or for multiple customers?

This depends on the solution you are nominating for. If this solution has been deployed with multiple customers, then answers to the award questions should apply to all your customers.

By which date must the solution I am nominating have been delivered to my customer?

We are looking for new solutions with an emphasis on market success, growth, and the impact provided to customers. For this reason, you should nominate a solution that has been or will be delivered between June 2024 and June 2025, and with the latest Microsoft technologies. Please see individual award guidelines for more details.

Can I submit my award application in languages other than English?

Your award application must be submitted in US English, using the awards application tool. However, the solution for which you are applying for an award need not have been localized into US English, and your customer may be in any country and speak any language. Note: our judges know this is a global award competition and understand that English may not be the primary language of many of the partners nominating. They are asked to take this into consideration during the judging process.

What do winners and finalists receive?

The 2025 Microsoft Partner of the Year Award winners and finalists will be celebrated around Microsoft Ignite. Partners who are recognized as finalists and winners will be acknowledged on our website and will receive a marketing kit (award partner badge, social templates, press templates) with which to promote their accomplishments. This worldwide recognition of excellence identifies winners as a select few who truly stand out in a distinguished, competitive field.

Are there award winners for each country?

The country Partner of the Year Award will be awarded based on submissions for that country/region in the award tool (same as global) with up to one (1) winner per country/region. The rest of the awards are global and recognize up to one (1) worldwide winner and up to three (3) finalists in each category.

How do I submit nominations to multiple countries?

You can apply directly to any of the country/region awards in which you have a viable solution.

If you are submitting for a category award and want to nominate for a country or region that you have a viable solution in, you may select up to three countries to associate your nomination with. By selecting a country within a category award, your nomination will also be included in consideration for that country or region award.

What if my solution is not for a specific country?

If the solution in your nomination is global or not associated with a specific country, you can select "I do not wish to associate my nomination with a country." Please note that if this option is selected, the nomination will not be included in consideration for a Country/Region award.

Do I have to attend Microsoft Ignite to be a finalist or winner?

No, you are not required to attend Microsoft Ignite to be a finalist or winner.

Is any customer information I provide confidential?

If your customer has any confidential or proprietary rights in and to the solution you submit, as a condition of being named a winner in this contest, your customer must be willing and able to grant to you and Microsoft the right and permission to feature and otherwise describe the solution in a case study and to use the case study for promotional, editorial, demonstration or any other related purposes. **If such customer is not willing to and/or is unable to grant such permission, then you may not enter the solution in this Contest and the entry for such solution will be deemed ineligible for the Contest.**

Will my customer be contacted?

If you have provided customer references, and it is a requirement of the award as set forth in the applicable guidelines, award owners/judges may contact these references when making their final decision(s). Other than that, there will be no contact with your customer. It is the responsibility of the partner to notify the customer that they have been used as a reference in the nomination

Can I submit a solution designed or developed for Microsoft as the end customer or client?

No, please choose to highlight a solution or case study with a customer or client other than Microsoft.

Can I see other partners' entries to assist me with my own?

All entries are confidential, so it is not possible to see entries from other partners.

When will winners and finalists be announced?

The winners and finalists will be announced around Microsoft Ignite 2025 on the [awards website](#).

Questions? Send an email to the [Microsoft Partner of the Year Awards team](#). Please allow two (2) business days for a response.