

AI Race Day

Official Partner Manual



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1. What the Challenge Is

AI Race Day is a seven-week partner challenge. You help new Copilot customers run a 30-day Microsoft 365 Copilot Business trial, get the licences into users' hands and convert them to paid. Partners are ranked on one leaderboard, and the top three will win cash prizes.

2. Who Can Enter

Any 4Sight partner can take part. To enter, send your first three eligible customers to your Partner Relationship Officer (PRO) or loyiso.gura@4sight.cloud. For each customer, include the Customer name, a Contact Person and the approximate number of Microsoft 365 users. Once those three are approved, you can nominate as many more customers as you like. There is no cap.

3. Customer Eligibility

Nominated customers must be new to Copilot and have Microsoft 365 Business Standard or Premium, ideally with 50–300 users. All nominations require 4Sight approval before onboarding.

Customers without an existing Business SKU (B-SKU) must activate a Business SKU trial alongside the Copilot trial.

4. The Trial Offer

Offer	Microsoft 365 Copilot Business (standalone SKU)
Seats	25 per trial
Duration	1 month
Cost	\$0
Product / SKU ID	CFQ7TTC0MM8R / 006Z
Channel	Transacted and provisioned through CSP
Availability	Until 31 December 2026

Trial Conditions

Only one trial per customer, per offer. Quantity and duration are fixed. No extensions or seat changes are allowed. The trial auto-renews to a paid subscription by default: 25 seats, annual commitment with monthly billing. You can change the seat quantity, term, and billing frequency. A 7-day cancellation window applies after conversion. Best practice: Set up the renewal before the trial expires, so the correct quantity, term, and billing apply automatically.

5. How to Qualify

You must record at least three trial activations inside the challenge window. Qualifying puts you on the leaderboard and makes you eligible for prizes.

6. Scoring: Three Pillars, One Score out of 100

Pillar	Weight	How it works
Participation	15%	Activate 3 or more trials to earn the full 15 points.
Seats assigned	45%	Seats assigned to named users ÷ seats provisioned × 45.
Paid conversion	40%	Trials converted to paid ÷ trials activated × 40.

What this means for you

We score ratios, not volume. A small customer base is never a disadvantage. Unassigned licences score nothing. Assign every seat to a named user. Every activated trial counts in the conversion pillar. A trial that has not converted when scoring locks counts as not converted, so only start trials you can take to a decision. To verify seat assignment, the customer must give 4Sight and GDAP access to their Microsoft 365 Admin Center.

Scoring example

Partner B ran 3 trials, had 65 of 75 seats assigned and converted 1 trial.

Participation 15.0 points

Seats assigned $65 \div 75 = 86.7\% \times 45 = 39.0$ points

Paid conversion $1 \div 3 = 33.3\% \times 40 = 13.3$ points

Final score 67.3 out of 100.

7. Tie-Breaks

If two or more partners have the same final score, the partner with the most paid Copilot seats ranks higher.

8. The Leaderboard

The leaderboard is hosted on the AI Race Day landing page. It is also shared in a weekly partner email, together with that week's focus, adoption tips, and a customer email for you to forward. Partners appear by car number only—for example, CAR-111—never by company name. Your car number is in your welcome email. Only you and 4Sight know which car is yours.

9. Key Dates

Date	Milestone
8 October 2026	Challenge opens
8–19 October 2026	Recommended trial-activation window so customers finish their 30 days before close
19 November 2026	Challenge closes and scoring locks
11 December 2026	Winners announced at a Cloud Champion webinar

10. The Customer Journey. Done for You

Each customer follows a guided four-week path. 4Sight sends you each week's customer email, and you forward it to the trial users.

Week 1: Catch Up and Communicate
Copilot in Outlook

Week 2: Meetings That Run Themselves
Copilot in Teams

Week 3: Create in Minutes
Copilot in Word, PowerPoint and Excel

Week 4: Unlock the Next Level
Agents, research, analysis and Copilot Pages

11. Prizes: R50,000 Total Prize Pool

Place	South Africa	Rest of Africa
Overall winner	R25,000 (VAT incl.)	USD 1,500
Runner-up	R15,000 (VAT incl.)	USD 900
Third place	R10,000 (VAT incl.)	USD 600

ZAR prizes apply to partners in South Africa. USD prizes apply to partners elsewhere in Africa. Winners are invited to invoice 4Sight directly for their prize.

12. Your Responsibilities as a Partner

Identify and nominate eligible customers.
Provision trials through CSP New Commerce.
Make sure all 25 seats per trial go to named users.
Forward the weekly customer emails and support adoption.
Take each customer to a buy decision before 19 November.

13. Support and Resources

Resource	Purpose
Customer Trial Guide	How the 30 days work, and what customers do each week
Admin Setup Guide	Step-by-step provisioning and seat assignment
Customer Invite Template	A ready-to-send email to start the trial
Weekly Partner Email	That week's focus, tips, the leaderboard and a customer email to forward

14. Questions, nominations or approvals

Email your Partner Relationship Officer (PRO) or Loyiso Gura at loyiso.gura@4sight.cloud.