

2026 Microsoft Partner of the Year Awards

Guidance from the Judges

Showcase your achievements and celebrate your success by nominating your organization for the 2026 Microsoft Partner of the Year Awards, celebrated annually around Microsoft [Ignite](#).

Before you begin: Review the **2026 Microsoft Partner of the Year Awards** [Guidelines](#), [Rules](#), and [FAQ](#) to confirm eligibility, award criteria, and submission requirements.

The entry you submit is what the judges will have to work with to learn about your successful solution. We've prepared this guide to help you create your very best entry—one that shows your solution, the results you've achieved, and customer impact.

No matter which award you nominate for, make it count. **We wish you the best of luck!**

GETTING STARTED

Start early.

Begin by reviewing the **2026 Microsoft Partner of the Year Awards** [Guidelines](#), [Rules](#), and [FAQ](#). This is a required first step to confirm eligibility, understand award criteria, and prepare a strong submission.

All program resources are available now on the Microsoft Partner of the Year Awards [website](#). Use these materials to identify the right award(s), gather required inputs, and draft your entry before the submission window closes.

Choose your awards carefully.

Review the Awards Guidelines to confirm eligibility and select the award(s) that best align to your solution, customer impact, and business results. Choosing the right category ensures your submission is relevant and competitive.

Engage your team.

Bring together project stakeholders across sales, marketing, technical, and delivery teams to capture a complete view of your solution, customer impact, and results. Use these inputs to identify strong proof points, differentiated value, and compelling customer stories for your submission.

Gather your facts.

Collect the metrics, data, and proof points that demonstrate your impact. Quantify your results—customer outcomes, scale, financial impact, and productivity gains. Clearly define the challenge and show how your solution addressed it with measurable results. Use credible data to strengthen your story and make your submission compelling.

Draft your entry offline.

Uploading your entry to the award submission tool is the LAST step in the process. You will want everything polished in Microsoft Word before you start inputting your answers into the tool on our website. Remember there is a character limit of 8,000 (not including spaces) for your Executive Summary.

WRITE YOUR ENTRY

Address all requirements

Review the Awards Guidelines and address every prompt in your submission. Ensure each response is complete, concise, and directly aligned to the criteria.

Lead with your strongest points.

Start with a clear, compelling opening that defines your solution, customer, and impact. Highlight why it matters upfront to capture attention and set context for the rest of your submission.

Tell a clear, structured story

Define the customer challenge, your solution, and the results delivered. Use specific details to make the impact clear and relatable.

Demonstrate solution value

Show how your solution drives business outcomes, technical innovation, and customer value. Highlight measurable impact (e.g., ROI, growth, efficiency gains).

Use Microsoft Copilot to strengthen your submission

Use Copilot to refine content, summarize key points, and analyze data. Leverage it to ensure your responses fully address all questions in the Guidelines.

A few other pointers:

- **Demonstrate differentiation:** highlight what makes your solution innovative and why it stands out.
- **Show Microsoft technology impact:** clearly explain how you used Microsoft Cloud technologies to deliver results.
- **Prove competitive advantage:** describe how your solution won against alternatives—both technically and from a business value perspective.
- **Go beyond expectations:** show how you exceeded customer needs and delivered additional value.

- **Highlight meaningful outcomes:** demonstrate how your solution drives secure, inclusive, accessible, and sustainable impact.
- **Show market opportunity:** identify if your solution targets new or underserved markets.
- **Prove scalability and repeatability:** share examples of reuse across customers, industries, or regions.
- **Leverage Microsoft partnership:** call out Microsoft programs, resources, or co-sell support that contributed to your success.

Prove your success.

Here's where all those numbers come in. Include your metrics. Have a measured return on investment. Show exactly what you achieved, with the stats to back it up.

EDITING AND FINAL REVIEW

Don't upload until it's final!

Wait until your entry is 100% complete and final before uploading it to the award submission application tool. The tool will help you catch minor misspellings but does not review grammar or mis-entered words. Please review your content thoroughly before submitting it. **Please note - once you hit submit, you will not be able to edit your submission.**

Questions?

Please send an email to the [Microsoft Partner of the Year Awards team](#) and allow 48 hours for a response.

Good luck!