

How the Affiliate Partner Program Works

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The EdgeMarket Affiliate Partner Program consists of four basic elements:

- An interested eligible group¹ is accepted by Edge into the program as an EdgeMarket Affiliate Partner
- The EdgeMarket Affiliate Partner invites its members to join the EdgeMarket co-op and encourages use of EdgeMarket master contracts for solutions and services
- Sales from the use of EdgeMarket master agreements by EdgeMarket Affiliate Partner members generate contract administration fees, a portion of which are [rebated by Edge](#) to the EdgeMarket Affiliate Partner each quarter
- Along the way, Edge and the EdgeMarket Affiliate Partner jointly seek and pursue ways to add value through the partnership to the constituencies they serve

¹What Kinds of Groups Are Eligible?

There are many examples:

- RENs, especially those that do not have the resources to operate a co-op of their own
- Associations, and in particular, those that serve a vital role but don't have a significant marketplace offering or a fully diversified revenue stream
- HBCU institutions, associations, and consortia
- Faith-based education associations and consortia
- Education and healthcare systems, consortia, and other similar groups

Becoming an EdgeMarket Affiliate Partner

The process to become an EdgeMarket Affiliate Partner follows these general steps:

- Send a note to [Dan Miller, AVP EdgeMarket and Solution Strategy](#)
- Mutually explore and confirm interest, alignment and fit
- Jointly execute the EdgeMarket Affiliate Partner Program agreement
- Edge creates a landing page for the new Affiliate Partner (See the [MyAssoc](#) example landing page)
- The Affiliate Partner creates a corresponding page in their website along with an EdgeMarket email address
- Edge and the Affiliate Partner issue a joint press release or similar joint and individual announcement

Ongoing EdgeMarket Affiliate Partner Activities

Once established, ongoing activities include:

- EdgeMarket will register and onboard as new co-op participants the Affiliate Partner's members who submit a completed EdgeMarket Affiliate Participation agreement
- EdgeMarket will provide the Affiliate Partner with quarterly activity reports that list new co-op participants, master

contract billings activity, and corresponding contract administration fees.

- EdgeMarket will provide the Affiliate Partner with quarterly payment of the corresponding contract administration fees [Revenue Share](#).
- EdgeMarket and the Affiliate Partner will hold periodic reviews to ensure maximum utilization and benefit of the program and to explore and pursue related value-added activities.

Interested?

Contact [Dan Miller, AVP EdgeMarket and Solution Strategy](#) to learn more and discuss the possibilities.

- [EdgeMarket Affiliate Partner Program](#)
- [EdgeMarket Revenue Sharing Program](#)