

# Channel Marketing Association

Founding Corporate Member  
Opportunity



CHANNEL  
MARKETING  
ASSOCIATION





# Channel Marketing Association

The Channel Marketing Association was formed out of frustration from the lack of places to meet and collaborate with other Channel marketers. Founders Amy Bailey and Kathryn Rose are both long-time Channel marketers and collaborators at heart. They have built amazing networks and have used those to form successful businesses.

Both have worked with many channel marketing leaders, and all of them had the same questions:

- What are the best practices in Channel marketing?
- Am I missing something?
- Can you connect me with other Channel marketers?
- what's working for others in the Channel?
- How can I help my team understand channel?
- How do I uplevel my skills in channel?

While some may say people will be hesitant to share secrets and best practices, our experiences tell a different story. Marketers know better than anyone that the rising tide floats all boats. They are generous with their time and expertise - they just need a way to share.

The Channel Marketing Association is a boutique association. We aren't trying to appeal to the masses. We are building a community that exclusively tries to solve the challenges of our members.





# WHY BE A FOUNDING MEMBER

At the Channel Marketing Association, we are committed to advancing the channel marketing field. We're thrilled to introduce our Founding Corporate Member designation, a unique and prestigious opportunity for companies that share our vision.

Channel marketing plays a pivotal role in the success of businesses across various industries. It's the art and science of effectively reaching, engaging, and nurturing relationships with channel partners, distributors, and resellers. It's about optimizing strategies, creating impactful campaigns, and fostering collaboration to drive mutual success.

By embracing the Founding Corporate Member designation, you demonstrate your company's commitment to excellence in channel marketing.





# Founding Corporate Member Premium Benefits

## Premium Member Benefits:

- Insider Community to ask questions and learn best practices
- Education sessions
- Resource Library
- Access to Events Calendar
- Exclusive access to resources
- Discounted Courses
- Monthly Newsletter
- Discount Tickets to Events
- Mastermind Series starting soon





# FOUNDER BENEFITS

## Industry Leadership

Founding Corporate Member organizations become a beacon of leadership in the field of channel marketing. Your commitment to advancing the profession sets you apart as an industry pioneer.

The CMA prides itself on bringing thought leadership to help your team stay at the forefront of channel marketing trends and best practices.

## Professional Development

## Recognition

The CMA, industry peers, and potential partners recognize your company's dedication to channel marketing excellence. The designation serves as a badge of honor that can enhance your brand reputation.

Join a thriving community of like-minded organizations and professionals who share your passion for channel marketing. Collaborate, exchange ideas, and learn from others who are driving innovation and success in the field.

## Community



# FOUNDING MEMBERS

Show Your Dedication to Channel Marketing

	10 Members	6 Members	4 Members
\$997 annual memberships	10	6	4
2025 Total	\$9,970	\$5,982	\$3,988
Corporate Member Special	\$5,982 (40% off)	\$4,486 (25% off)	\$3,589 (10% off)

## SAMPLE FOUNDING MEMBER COMPANIES





# Sponsor Today



Amy Bailey

Kathryn Rose

## Corporate Membership Questions

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# **Welcome to the Channel Marketing Association**

*You've Found  
Your People!*