

# Counteroffer for Content Sharing Agreement

Date: [Insert Date]

[Your Name]  
[Your Position]  
[Your Company]  
[Your Address]  
[City, State, Zip Code]  
[Email Address]  
[Phone Number]

[Recipient Name]  
[Recipient Position]  
[Recipient Company]  
[Recipient Address]  
[City, State, Zip Code]

Dear [Recipient Name],

Thank you for your proposal regarding the content sharing agreement dated [Insert original date]. We appreciate your interest in collaborating with us and recognize the potential benefits of our partnership.

After carefully reviewing the terms you proposed, we would like to make a counteroffer. We believe that the following modifications will align better with our objectives and ensure a mutually beneficial outcome:

- **Revenue Share:** We propose a revenue share of [Your Proposed Percentage] instead of [Their Proposed Percentage].
- **Content Ownership:** We suggest that content ownership be retained by our team while allowing yours [Specify terms for use of content].
- **Duration:** We recommend an initial agreement term of [Your Suggested Duration] with options for renewal.

We believe these adjustments reflect a fair compromise and will enhance the sustainability of our partnership.

Please let us know your thoughts, and we look forward to your response. Thank you for considering this counteroffer.

Sincerely,

[Your Name]  
[Your Position]  
[Your Company]