

# Counter-Offer Proposal for Partnership Deal

Date: [Insert Date]

[Recipient's Name]

[Recipient's Title]

[Company Name]

[Company Address]

[City, State, ZIP Code]

Dear [Recipient's Name],

Thank you for your recent proposal regarding the partnership between [Your Company Name] and [Recipient's Company Name]. After careful consideration, we appreciate the opportunity and would like to present a counter-offer for your review.

While we value the terms outlined in your proposal, we believe adjustments to certain areas can lead to a more mutually beneficial agreement. Our proposed terms are as follows:

- **Revenue Sharing:** We propose a revenue sharing model of [X%] for [specific products/services].
- **Marketing Contributions:** We suggest a joint marketing budget of [amount] to enhance visibility.
- **Duration of Partnership:** We recommend an initial partnership duration of [time period], with an option for renewal.

We are confident that these terms will allow both parties to thrive and strengthen our collaboration. We would love to discuss this counter-offer further and explore the potential of our partnership.

Please let us know a convenient time for you to discuss this proposal in more detail. Thank you for considering our offer, and we look forward to your positive response.

Warm regards,

[Your Name]

[Your Title]

[Your Company Name]

[Your Phone Number]

[Your Email Address]