

# Cross-Promotional Partnership Agreement

Date: [Insert Date]

From: [Your Company Name]

To: [Partner Company Name]

Subject: Cross-Promotional Partnership Proposal

Dear [Partner's Name],

We are excited to propose a cross-promotional partnership between [Your Company Name] and [Partner Company Name]. Our businesses share a similar target audience, and we believe that by collaborating, we can enhance our reach and customer engagement.

## Agreement Details

- **Partnership Duration:** [Start Date] to [End Date]
- **Objectives:**
  - Increase brand visibility for both parties
  - Drive customer acquisition and retention
- **Promotional Activities:**
  - Co-branded social media campaigns
  - Joint promotional events
  - Cross-promotions through email marketing

## Responsibilities

Each party agrees to:

- Provide promotional material and support for the activities
- Share insights and analytics post-campaign
- Communicate openly regarding progress and challenges

If you agree to the terms outlined, please sign and return this letter by [Return Date]. We look forward to a successful partnership with [Partner Company Name].

Best regards,

[Your Name]

[Your Job Title]

[Your Company Name]

[Your Contact Information]

Signature: \_\_\_\_\_

Date: \_\_\_\_\_