

Co-Branding Marketing Agreement

Date: [Insert Date]

To: [Recipient's Name]
[Recipient's Position]
[Recipient's Company]
[Recipient's Address]
[City, State, Zip Code]

Dear [Recipient's Name],

This Co-Branding Marketing Agreement ("Agreement") is made and entered into as of the date indicated above by and between [Your Company Name], located at [Your Address], and [Recipient's Company Name], located at [Recipient's Address].

1. Purpose

The purpose of this Agreement is to establish a co-branding partnership between the parties for the promotion and marketing of both brands.

2. Responsibilities

Each party agrees to:

- Collaborate on marketing strategies and campaigns.
- Provide resources including but not limited to advertising budget and promotional materials.
- Co-develop co-branded products/services.

3. Term

This Agreement shall commence on the date first written above and shall continue for a period of [Insert Duration] unless terminated earlier as provided herein.

4. Compensation

Any compensation arising from this collaboration shall be outlined in a separate document agreed upon by both parties.

5. Confidentiality

Both parties agree to maintain confidentiality regarding proprietary information.

6. Governing Law

This Agreement shall be governed by the laws of [Insert State/Country].

We look forward to a successful partnership between [Your Company Name] and [Recipient's Company Name]. Please sign below to indicate your acceptance of the terms outlined in this Agreement.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Your Contact Information]

[Recipient's Name]

[Recipient's Position]

[Recipient's Company Name]

Date: _____