

Shared Marketing Initiative Agreement

Date: [Insert Date]

From: [Your Company Name]

To: [Partner Company Name]

Subject: Shared Marketing Initiative Agreement

Dear [Partner's Name],

We are excited to propose a Shared Marketing Initiative that aims to increase brand visibility and drive sales for both our companies. This agreement outlines the terms and conditions of our collaboration.

Objectives

- Increase product awareness
- Generate leads and sales
- Create engaging content for our audiences

Roles and Responsibilities

Both parties agree to the following roles:

- [Your Company Name] will provide [specific services or contributions].
- [Partner Company Name] will provide [specific services or contributions].

Duration

This agreement shall commence on [start date] and continue until [end date], unless terminated earlier by either party with [notice period].

Confidentiality

Both parties agree to keep all shared information confidential and not disclose it to third parties without prior written consent.

Amendments

Any changes to this agreement must be made in writing and signed by both parties.

Acceptance

We look forward to your positive response and to a fruitful partnership. Please sign below to indicate your acceptance of this agreement.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

Accepted by:

[Partner's Name]

[Partner's Title]

[Partner Company Name]