

Co-Branding Campaign Agreement

Date: [Insert Date]

[Your Company Name]
[Your Company Address]
[City, State, Zip Code]

[Partner Company Name]
[Partner Company Address]
[City, State, Zip Code]

Dear [Partner Company Representative Name],

We are pleased to propose a co-branding campaign between [Your Company Name] and [Partner Company Name]. The primary objective of this collaboration is to leverage our combined strengths for mutual benefit and to enhance our market presence.

Campaign Objectives

- Increase brand awareness for both parties.
- Expand customer reach and engagement.
- Drive sales through combined marketing efforts.

Scope of Collaboration

The following elements will be included in our co-branding campaign:

- Joint marketing materials (brochures, digital ads, etc.).
- Social media collaborations.
- Shared promotional events.

Responsibilities

Each party agrees to the following responsibilities:

- [Your Company Name] will handle [specific tasks].
- [Partner Company Name] will manage [specific tasks].

Financial Considerations

All costs related to the campaign will be shared as follows:

- [Percentage/Amount] to be covered by [Your Company Name].
- [Percentage/Amount] to be covered by [Partner Company Name].

Duration

The co-branding campaign will run from [start date] to [end date].

Agreement

If you agree to the terms outlined above, please sign below and return a copy to us at your earliest convenience.

[Your Company Representative Name]
[Your Company Name]

[Partner Company Representative Name]
[Partner Company Name]

We look forward to a successful partnership!

Sincerely,
[Your Name]
[Your Title]
[Your Company Name]