

Co-Marketing Initiative Proposal

Date: [Insert Date]

To: [Supplier's Name]

[Supplier's Company Name]

[Supplier's Address]

Dear [Supplier's Name],

We are excited to announce the upcoming launch of our new product, [Product Name], which will be available on [Launch Date]. As a valued partner, we believe this is a great opportunity for both of our companies to collaborate on a co-marketing initiative to maximize outreach and impact.

We propose a joint marketing campaign that includes:

- Co-branded promotional materials
- Social media cross-promotion
- Joint press releases
- Exclusive launch events

Your expertise and reputation in [Supplier's Industry] will significantly enhance our marketing efforts and drive more attention to [Product Name]. We believe that collaborating will be mutually beneficial and will help us reach a larger audience.

We would love to set up a meeting to discuss this proposal further and explore the possibilities of working together. Please let us know your availability for a call or a meeting in the coming weeks.

Thank you for considering this opportunity. We are looking forward to your positive response.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Your Contact Information]