

Cross-Promotion Agreement

Date: [Date]

To: [Partner's Name] [Partner's Address]

From: [Your Name] [Your Address]

Subject: Cross-Promotion Agreement on Social Media

Dear [Partner's Name],

We are excited to propose a cross-promotion agreement between [Your Company/Brand Name] and [Partner's Company/Brand Name]. We believe this collaboration will enhance our social media presence and engage our respective audiences more effectively.

Terms of Agreement

1. **Promotion Details:** Each party will promote the other's content on their respective social media platforms.
2. **Duration:** The agreement will commence on [Start Date] and will continue until [End Date].
3. **Content Requirements:** Each party shall provide [number] posts or stories per week on their platforms.
4. **Marketing Materials:** All promotional content must be approved by both parties prior to posting.

Goals

Our primary goal is to achieve mutual growth in audience engagement and brand awareness through this partnership.

Confidentiality

Both parties agree to keep the terms of this agreement confidential.

If you agree to the terms mentioned above, please sign below:

_____ [Your Name] [Your Title] [Your Company/Brand Name]

_____ [Partner's Name] [Partner's Title] [Partner's Company/Brand Name]

Thank you for considering this partnership. We look forward to your positive response.

Sincerely,

[Your Name] [Your Title] [Your Company/Brand Name] [Your Contact Information]