

# Sports Marketing Partnership Framework

Date: [Insert Date]

To: [Partner's Name]

[Partner's Title]

[Company Name]

[Company Address]

[City, State, Zip Code]

**Dear [Partner's Name],**

We are excited to present a framework for a partnership between [Your Company Name] and [Partner's Company Name] that aims to leverage our collective strengths in the realm of sports marketing.

## **Partnership Objectives**

- Enhance brand visibility through co-branded campaigns.
- Utilize mutual resources for event sponsorships and activations.
- Engage audiences through social media collaborations.

## **Key Responsibilities**

- [Your Company Name] will provide [specific contributions].
- [Partner's Company Name] will deliver [specific contributions].

## **Timeline**

The proposed partnership will commence on [start date] and will run until [end date].

## **Next Steps**

Please review this framework and let us know your thoughts by [response deadline]. We look forward to discussing this opportunity further.

Thank you for considering this partnership.

**Sincerely,**

[Your Name]

[Your Title]

[Your Company Name]

[Your Contact Information]