

Cross-Brand Promotional Agreement

Date: [Insert Date]

From:

[Brand A Name]

[Brand A Address]

[Brand A Contact Information]

To:

[Brand B Name]

[Brand B Address]

[Brand B Contact Information]

Subject: Agreement for Cross-Brand Promotional Strategies

Dear [Brand B Representative Name],

This letter serves as an agreement between [Brand A Name] and [Brand B Name] regarding our collaboration on cross-brand promotional strategies. The aim of this partnership is to enhance brand visibility and reach through combined efforts.

Terms of Agreement

- Promotion Scope:** Both parties agree to engage in joint promotional activities which may include but are not limited to social media campaigns, email marketing, and cross-promotional events.
- Duration:** This agreement will commence on [Start Date] and will continue until [End Date], unless modified by mutual consent.
- Responsibilities:** Each party will provide respective marketing materials, support, and resources as necessary for effective implementation.
- Financial Considerations:** Any costs incurred during the promotional activities will be shared as follows: [Detail Cost Sharing Agreement].

Kindly sign below to confirm your agreement with the terms outlined in this letter.

[Brand A Representative Name]

[Title, Brand A]

[Brand B Representative Name]

[Title, Brand B]

Thank you for considering this collaboration. We are excited about the potential of working together.

Sincerely,

[Your Name]

[Your Title]

[Brand A]