

# Letter of Intent for Strategic Alliance

Date: [Insert Date]

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

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

Dear [Recipient's Name],

We are excited to propose a strategic alliance between [Your Company Name] and [Recipient Company Name] aimed at cross-brand advertising initiatives that leverage our collective strengths to achieve mutually beneficial marketing goals.

This alliance will focus on:

- Joint marketing campaigns
- Shared advertising resources
- Co-branded promotions

We believe that aligning our brands will not only enhance visibility but also expand our customer bases significantly. Together, we can create impactful advertising campaigns that resonate with our audiences and drive sales.

We would like to schedule a meeting to discuss this proposal further, as well as outline the specifics that will ensure a successful partnership.

Thank you for considering this opportunity. I look forward to your positive response.

Sincerely,

[Your Name]  
[Your Job Title]  
[Your Company Name]  
[Your Phone Number]  
[Your Email Address]