

Letter of Negotiation for Advertising Deal Renewal

Date: [Insert Date]

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

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

Dear [Recipient Name],

I hope this message finds you well. As we approach the expiration of our current advertising agreement on [insert expiration date], I would like to initiate discussions regarding the renewal of our deal.

Over the past [duration of the agreement], our partnership has yielded positive results, and I believe there is significant potential for us to enhance our collaboration further. We appreciate the support and commitment you have shown to our brand.

In light of our successful relationship, I would like to propose a meeting to discuss terms that are mutually beneficial, including adjustments to the advertising rates and possible expansions of our marketing efforts.

Please let me know your availability for a meeting in the coming weeks. I look forward to hearing from you soon.

Thank you for your attention to this matter.

Sincerely,
[Your Name]
[Your Position]
[Your Company]
[Your Contact Information]