

Cooperative Advertising Proposal

Date: [Insert Date]

To: [Recipient's Name]

[Recipient's Title]

[Company Name]

[Company Address]

Dear [Recipient's Name],

I am writing to propose a cooperative advertising opportunity that I believe will greatly benefit both [Your Company Name] and [Recipient's Company Name]. Our brands share similar target audiences and aligning our marketing efforts can enhance our reach and effectiveness.

We propose a co-branded advertising campaign that would run from [start date] to [end date]. This initiative will include:

- Joint print advertisements in [specific publications]
- Digital marketing efforts, including social media promotions
- Cross-promotions through our respective websites
- Event sponsorship opportunities

We suggest a shared budget for this advertising initiative, with a proposed split of [percentage] for each party. Anticipated results include increased brand visibility, a higher return on investment, and expanded customer engagement.

I would love the opportunity to discuss this proposal in further detail. Please let me know a convenient time for us to meet, or if you prefer, we can arrange a call.

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

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

[Your Contact Information]