

Cross-Promotional Partnership Agreement

Date: [Insert Date]

From: [Your Company Name]
Address: [Your Company Address]
Email: [Your Company Email]
Phone: [Your Company Phone]

To: [Partner Company Name]
Address: [Partner Company Address]
Email: [Partner Company Email]
Phone: [Partner Company Phone]

Subject: Cross-Promotional Partnership Agreement

Dear [Partner's Name],

We are excited to propose a cross-promotional partnership between [Your Company Name] and [Partner Company Name]. Together, we can leverage our strengths to enhance brand visibility and drive mutual growth.

Partnership Objectives:

- To promote each other's products/services through various marketing channels.
- To organize joint events and promotions to engage our customer bases.
- To share customer insights and collaborate on campaigns.

Roles and Responsibilities:

[Your Company Name] agrees to:

- Provide promotional content for [Partner Company Name]'s marketing materials.
- Feature [Partner Company Name] in our newsletters and social media posts.

[Partner Company Name] agrees to:

- Include [Your Company Name] in their promotional activities.
- Share relevant marketing insights and customer data with us.

Duration:

This partnership will commence on [Start Date] and will continue until [End Date], with the option to renew upon mutual agreement.

Confidentiality:

Both parties agree to keep all proprietary information confidential.

If you agree to the terms laid out in this letter, please sign and return a copy to us by [Response Deadline]. We are looking forward to a successful partnership!

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

Agreed and Accepted by:

[Partner Name]
[Partner Position]
[Partner Company Name]
Date: _____