

Co-Creation Agreement

Date: [Insert Date]

Dear [Collaborator's Name],

We are excited to partner with you for our upcoming social media campaign titled "[Campaign Title]." This letter serves as a co-creation agreement outlining the roles, responsibilities, and expectations of each party involved.

1. Objectives

The primary objective of this campaign is to [insert objectives, e.g., raise awareness, promote a product, engage audiences].

2. Roles and Responsibilities

[Your Organization's Name] will be responsible for:

- Creating content that aligns with the campaign goals.
- Coordinating with all stakeholders.
- Monitoring the campaign performance.

[Collaborator's Name] will be responsible for:

- Providing insights and feedback on content.
- Promoting the campaign through their channels.
- Engaging with the audience during the campaign period.

3. Timeline

The campaign will run from [start date] to [end date]. Key milestones include:

- [Milestone 1]
- [Milestone 2]
- [Milestone 3]

4. Compensation

Compensation for this partnership will be as follows: [insert compensation details, if applicable].

5. Confidentiality

Both parties agree to maintain confidentiality regarding proprietary information shared during this collaboration.

6. Agreement

By signing below, both parties agree to the terms laid out in this document.

Best regards,

[Your Name]

[Your Position]

[Your Organization's Name]

[Your Contact Information]

[Collaborator's Name]

[Collaborator's Position]

[Collaborator's Organization]