

# Media Collaboration Agreement for Cross-Promotion

**Date:** [Insert Date]

**From:**

[Your Name]  
[Your Title]  
[Your Organization]  
[Your Address]  
[City, State, Zip]  
[Email Address]  
[Phone Number]

**To:**

[Recipient Name]  
[Recipient Title]  
[Recipient Organization]  
[Recipient Address]  
[City, State, Zip]  
[Email Address]  
[Phone Number]

Dear [Recipient Name],

We are excited to propose a collaboration agreement between [Your Organization] and [Recipient Organization] for cross-promotion of our respective media platforms. Our goal is to enhance our outreach and visibility while providing valuable content to our audiences.

## Collaboration Objectives

- Promote each other's content through social media channels.
- Share news releases and updates relevant to both organizations.
- Participate in joint events or campaigns.

## Responsibilities

Each party agrees to the following responsibilities:

- [Your Organization]: [List responsibilities]
- [Recipient Organization]: [List responsibilities]

## Duration

This agreement will commence on [Start Date] and will continue until [End Date], unless terminated by either party with written notice of [X days/weeks].

## **Confidentiality**

Both parties agree to keep confidential any proprietary information shared during the collaboration.

## **Signatures**

We believe this collaboration will be mutually beneficial and look forward to your positive response.

Sincerely,

[Your Name]  
[Your Title]  
[Your Organization]

### **Agreed and Accepted by:**

[Recipient Name]  
[Recipient Title]  
[Recipient Organization]

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