

# Co-Marketing Agreement

**Date:** [Insert Date]

**Parties:**

1. [Company Name] ("Company")
2. [Reseller Name] ("Reseller")

## 1. Purpose

This Co-Marketing Agreement ("Agreement") outlines the collaboration between the Company and Reseller to promote and sell each other's products/services.

## 2. Scope of Agreement

The parties agree to execute joint marketing initiatives including, but not limited to, digital marketing campaigns, co-branded promotional materials, and events.

## 3. Responsibilities

**Company Responsibilities:**

- Provide marketing materials and support.
- Share sales leads generated from campaigns.

**Reseller Responsibilities:**

- Promote Company's products in marketing activities.
- Report on campaign outcomes and sales data.

## 4. Financial Arrangement

The financial terms, including revenue sharing and costs, shall be defined in an attached Schedule A.

## 5. Duration and Termination

This Agreement shall commence on the date first written above and continue for a period of [insert duration], unless terminated by either party with [insert notice period] written notice.

## **6. Confidentiality**

Both parties agree to keep all proprietary information confidential and not disclose it to any third party without prior written consent.

## **7. Governing Law**

This Agreement shall be governed by the laws of [insert jurisdiction].

## **8. Signatures**

IN WITNESS WHEREOF, the parties hereto have executed this Co-Marketing Agreement as of the date first written above.

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[Company Name] Signatory

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[Reseller Name] Signatory