

Collaboration Agreement for Reseller Marketing Initiatives

Date: [Insert Date]

Parties: This Collaboration Agreement ("Agreement") is made between:

- [Company Name], located at [Company Address] ("Company")
- [Reseller Name], located at [Reseller Address] ("Reseller")

1. Purpose

The purpose of this Agreement is to outline the terms for collaboration between the Company and Reseller for the promotion and sale of Company products through Reseller's marketing initiatives.

2. Responsibilities

Both parties agree to undertake the following responsibilities:

- Company will provide promotional materials and necessary training.
- Reseller will promote and sell Company products in accordance with the agreed marketing plan.

3. Compensation

Reseller shall receive a commission of [Insert Percentage]% on every sale generated through their marketing efforts.

4. Duration

This Agreement shall commence on [Insert Start Date] and continue until [Insert End Date], unless terminated earlier by either party with [Insert Notice Period] notice.

5. Confidentiality

Both parties agree to maintain confidentiality regarding any sensitive information shared during the collaboration.

6. Signatures

IN WITNESS WHEREOF, the parties hereto have executed this Collaboration Agreement as of the day and year first above written.

Company:

[Name, Title]

Reseller:

[Name, Title]