

Date: [Insert Date]

To: [Reseller's Name]

[Reseller's Address]

Subject: Proposal for Renewal of Reseller Contract

Dear [Reseller's Name],

We hope this message finds you well. As we approach the expiration of our current reseller contract dated [Insert Date of Original Contract], we would like to propose a renewal to continue our successful partnership.

Over the past [Insert Duration of Partnership], we have greatly appreciated your dedication and commitment in promoting our products. Together, we have achieved [Insert specific achievements or milestones].

We believe that renewing our contract will provide mutual benefits, including [Insert Benefits such as pricing incentives, marketing support, etc.]. We propose to extend the contract for an additional [Insert Duration], under the same terms or with updates to [specify changes if any].

We look forward to discussing this proposal with you in further detail. Please feel free to reach out to us at your earliest convenience.

Thank you for your continued partnership.

Sincerely,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]