

Collaboration Proposal for Reseller Cross-Promotion

Date: [Insert Date]

To: [Reseller's Name]
[Reseller's Company]
[Reseller's Address]
[City, State, Zip Code]

Dear [Reseller's Name],

I hope this message finds you well. My name is [Your Name], and I am with [Your Company]. We are reaching out to propose a cross-promotion collaboration that we believe could be mutually beneficial for our businesses.

As a leader in [Your Industry/Market], we admire the work that [Reseller's Company] has done in [Reseller's Market/Industry]. We believe that a partnership between our companies could enhance our visibility and reach, ultimately driving more sales for both parties.

Proposal Overview

We propose the following collaboration elements:

- Joint marketing campaigns featuring both our products.
- Social media shout-outs and shares to engage our audiences.
- Special promotional bundles or discounts for our customers.
- Newsletter features highlighting our partnership.

Next Steps

We would love the opportunity to discuss this proposal in more detail and explore how we can work together effectively. Could we schedule a call or meeting at your convenience to discuss this further?

Thank you for considering this collaboration opportunity. We are excited about the potential of working together!

Best regards,
[Your Name]
[Your Position]
[Your Company]
[Your Contact Information]