

Joint Promotional Campaign Proposal

Date: [Insert Date]

To: [Reseller's Name]

[Reseller's Company]

[Reseller's Address]

Dear [Reseller's Name],

We are excited to propose a joint promotional campaign between [Your Company Name] and [Reseller's Company Name]. Our aim is to leverage our combined strengths to enhance brand visibility and drive sales growth.

Our proposed campaign includes the following key components:

- **Promotional Offers:** Exclusive discounts and offers on [specific products/services]
- **Co-Branded Marketing Materials:** Development of flyers, social media posts, and email campaigns
- **Joint Events:** Collaborative webinars or in-store promotions

We believe that this partnership will not only benefit our companies but also provide added value to our customers. We would love to discuss this proposal further and explore potential strategies.

Please let us know a convenient time for you to meet or have a call to discuss this exciting opportunity.

Looking forward to your positive response.

Best regards,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]