

Mutual Marketing Initiative Proposal

Date: [Insert Date]

To: [Reseller Name]

Address: [Reseller Address]

Dear [Reseller Name],

We hope this letter finds you well. We are excited to propose a mutually beneficial marketing initiative that aims to enhance our partnership and drive sales for both parties.

As a valued reseller of [Your Company Name], we believe that collaborating on targeted marketing efforts will help us reach a broader audience and increase brand visibility. Our proposal includes the following key components:

- Joint advertising campaigns featuring both brands.
- Co-branded promotional materials to be distributed in your stores.
- Social media collaboration to engage audiences across platforms.
- Shared participation in trade shows and community events.

We would love to discuss this initiative further and explore additional ideas that could benefit both of us. Please let us know your availability for a meeting in the coming weeks.

Thank you for considering this opportunity. We are looking forward to strengthening our partnership.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

[Your Contact Information]