

Letter of Proposal for Reseller Joint Venture Formation

Date: [Insert Date]

To,

[Recipient Name]
[Company Name]
[Company Address]
[City, State, Zip Code]

Dear [Recipient Name],

We are excited to propose a joint venture between [Your Company Name] and [Recipient Company Name] to become authorized resellers of our products/services. We believe that our combined strengths and expertise could lead to significant business opportunities and growth for both parties.

Our objectives for this joint venture include:

- Increased market reach and brand visibility.
- Shared resources for marketing and distribution.
- Access to new customer segments and revenue streams.

We propose the following terms for the joint venture:

1. Collaborative marketing efforts.
2. Shared profits from sales generated through the partnership.
3. Regular meetings to assess performance and strategies.

We believe that this joint venture can create a win-win scenario for both companies. We would like to schedule a meeting to discuss this proposal in further detail and explore the potential next steps.

Thank you for considering this proposal. We look forward to your positive response.

Sincerely,

[Your Name]
[Your Position]
[Your Company Name]
[Your Company Address]
[City, State, Zip Code]

[Your Email]

[Your Phone Number]