

Performance-Based Partnership Agreement

Date: [Insert Date]

From: [Your Company Name]

To: [Partner Company Name]

Dear [Partner's Name],

We are excited to propose a performance-based partnership focused on our upcoming digital campaign, [Campaign Name]. This collaboration aims to leverage our respective strengths to achieve mutual success.

Partnership Objectives

- Increase brand visibility
- Drive targeted traffic to our websites
- Generate high-quality leads

Performance Metrics

The success of this partnership will be measured based on the following key performance indicators (KPIs):

- Traffic generated: [Insert Target]
- Conversion rate: [Insert Target]
- Return on investment (ROI): [Insert Target]

Roles and Responsibilities

Each party will be responsible for the following:

- [Your Company Name]: [Responsibilities]
- [Partner Company Name]: [Responsibilities]

Compensation Structure

We propose that compensation be based on performance outcomes. This could include:

- [Detail Compensation Structure]

Duration of Partnership

This partnership will commence on [Start Date] and will conclude on [End Date], with an option to extend based on mutual agreement.

We believe that this partnership can lead to a fruitful collaboration and we are keen to discuss this further at your convenience. Please let us know a suitable time for a meeting.

Thank you for considering this opportunity for collaboration.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Contact Information]