

# Cause-Related Marketing Initiative Agreement

Date: [Insert Date]

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

[Non-Profit Organization Name]  
[Non-Profit Organization Address]  
[City, State, Zip Code]

## Subject: Agreement for Cause-Related Marketing Initiative

Dear [Recipient's Name],

This letter serves as a formal agreement between [Your Company Name] and [Non-Profit Organization Name] regarding the cause-related marketing initiative aimed at [briefly describe the purpose of the initiative].

### Terms of Agreement:

- **Duration:** This agreement will commence on [start date] and continue until [end date].
- **Financial Commitment:** [Your Company Name] agrees to donate [specific amount or percentage] of sales to [Non-Profit Organization Name].
- **Marketing and Promotion:** Both parties agree to actively promote the initiative through [list marketing channels, e.g., social media, website, events].
- **Accountability:** [Non-Profit Organization Name] will provide [Your Company Name] with progress reports and use of funds documentation periodically.

By signing below, both parties agree to the terms outlined in this letter.

---

[Your Name]  
[Your Title]  
[Your Company Name]

---

[Recipient's Name]  
[Recipient's Title]  
[Non-Profit Organization Name]

Thank you for your partnership in making a positive impact.

Sincerely,  
[Your Name]  
[Your Title]  
[Your Company Name]