

Date: [Insert Date]

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

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

Dear [Recipient Name],

We are writing to propose an adjustment to the media rights agreement dated [Insert Original Agreement Date] between [Your Company] and [Recipient Company]. Given the recent developments and changes in our objectives, we believe it is necessary to revisit some terms of our agreement.

Specifically, we would like to address the following points:

- [Point 1: Description of the adjustment]
- [Point 2: Description of the adjustment]
- [Point 3: Description of the adjustment]

We believe these adjustments will be mutually beneficial and will help us align our goals more closely moving forward.

We appreciate your attention to this matter and look forward to discussing this proposal further. Please let us know a convenient time for a meeting.

Thank you for your consideration.

Sincerely,  
[Your Name]  
[Your Title]  
[Your Company]  
[Your Phone Number]  
[Your Email]