

# Partnership Service Level Agreement

**Date:** [Insert Date]

## **Parties:**

[Party A Name], located at [Party A Address]

[Party B Name], located at [Party B Address]

## **1. Purpose**

This Service Level Agreement (SLA) outlines the partnership terms for marketing collaboration between [Party A] and [Party B].

## **2. Objectives**

The objectives of this partnership include:

- Enhancing brand visibility
- Sharing resources and expertise
- Driving customer engagement

## **3. Responsibilities**

Each party agrees to the following responsibilities:

- **[Party A]:** [Detailed responsibilities]
- **[Party B]:** [Detailed responsibilities]

## **4. Performance Metrics**

Success of the collaboration will be measured by:

- Increase in social media engagement by [%]
- Increase in lead generation by [%]

## **5. Term and Termination**

This agreement is effective from [Start Date] to [End Date] and may be terminated by either party with [Notice Period] notice.

## 6. Confidentiality

Both parties agree to maintain confidentiality regarding all sensitive information shared during the partnership.

## 7. Signatures

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

[Party A Signature]: \_\_\_\_\_ Date: \_\_\_\_\_

[Party B Signature]: \_\_\_\_\_ Date: \_\_\_\_\_