

Letter of Proposal for Shared Marketing Initiatives

Date: [Insert Date]

To: [Recipient Name]

From: [Your Name]

[Your Airline Name]

[Your Airline Address]

[City, State, Zip Code]

Email: [Your Email]

Phone: [Your Phone Number]

Subject: Proposal for Collaborative Marketing Initiatives

Dear [Recipient Name],

I hope this letter finds you well. As part of our ongoing efforts to enhance customer engagement and strengthen our market presence, I would like to propose a collaboration between [Your Airline Name] and [Recipient Airline Name] for shared marketing initiatives.

The purpose of this partnership is to create a unified marketing approach that highlights our alliance, showcases joint routes, and promotes our combined offerings to our respective customer bases. Together, we can develop co-branded campaigns, broaden our reach, and ultimately drive greater revenue.

Proposed initiatives include:

- Joint promotional packages for customers traveling on both airlines.
- Co-sponsored events to engage our customer communities.
- Shared digital marketing campaigns across social media platforms.
- Collaborative loyalty program incentives for our frequent flyers.

I believe that by leveraging our strengths and resources, we can create a mutually beneficial partnership that will enhance our brand visibility and customer loyalty.

Thank you for considering this proposal. I look forward to the possibility of collaborating on these exciting initiatives. Please feel free to reach out to me directly at [Your Phone Number] or [Your Email].

Warm regards,

[Your Name]

[Your Job Title]

[Your Airline Name]