

[Date]

[Partner Name]

[Partner Title]

[Partner Company Name]

[Partner Address]

Subject: Joint Marketing Partnership Agreement

Dear [Partner Name],

This letter serves as a formal agreement between [Your Company Name] and [Partner Company Name] regarding our joint marketing partnership. Both parties agree to collaborate on the marketing initiatives described below:

1. Objectives: The primary goal of this partnership is to [state goal, e.g., increase brand awareness, generate leads, or cross-promote products].

2. Responsibilities of [Your Company Name]:

- [List specific task 1]
- [List specific task 2]

3. Responsibilities of [Partner Company Name]:

- [List specific task 1]
- [List specific task 2]

4. Timeline: This partnership will commence on [Start Date] and conclude on [End Date], unless extended by mutual written agreement.

5. Costs and Resources: Each party shall bear its own costs associated with the implementation of these activities unless otherwise agreed upon in writing. [Optional: Specify any shared costs here].

6. Intellectual Property: Each party retains ownership of its existing trademarks and content. Any co-branded materials created for this campaign may only be used for the duration of this agreement.

7. Confidentiality: Both parties agree to keep all sensitive business information shared during this collaboration confidential.

8. Termination: Either party may terminate this agreement with [Number] days' written notice if the other party fails to fulfill its obligations.

Please sign below to indicate your acceptance of these terms.

Sincerely,

[Your Signature]
[Your Printed Name]
[Your Title]
[Your Company Name]

Accepted and Agreed:

[Partner Name]
[Date]