

[Your Name]
[Your Job Title]
[Your Company Name]
[Your Email Address]
[Your Phone Number]

[Date]

[Recipient Name]
[Recipient Job Title]
[Recipient Company Name]
[Recipient Address]

Subject: Proposal for Co-Marketing and Referral Partnership

Dear [Recipient Name],

I am writing to you because I have long admired [Recipient Company Name] and the work you do in the [Recipient's Industry] sector. Given our shared target audience and complementary services, I believe there is a significant opportunity for us to collaborate through a formal co-marketing and referral partnership.

My goal is to create a mutually beneficial relationship where we can provide added value to our respective clients while growing our businesses together. I am proposing the following collaboration points:

- **Referral Program:** A structured system where we refer clients to one another, potentially including a referral fee or discount for the referred client.
- **Co-Branded Content:** Collaboration on webinars, blog posts, or whitepapers that highlight our combined expertise.
- **Joint Promotions:** Cross-promotion via our email newsletters and social media channels to expand our reach.
- **Event Collaboration:** Co-hosting local events or digital workshops.

I am confident that a partnership between [Your Company Name] and [Recipient Company Name] would be highly effective. I have attached a brief overview of our current reach and customer demographics for your review.

Are you available for a brief 15-minute call next week to discuss how we might work together? Please let me know what day and time works best for you.

I look forward to hearing from you.

Best regards,

[Your Signature]

[Your Printed Name]