

Date: [Insert Date]

To: [Partner Name/Company Name]

From: [Your Name/Company Name]

Subject: Joint Marketing and Client Protection Strategy Agreement

Dear [Partner Name],

This letter outlines the strategy and mutual commitments regarding our joint marketing collaboration and the protection of our respective client bases.

1. Objectives

The primary goal is to leverage our combined resources to increase brand awareness and generate new leads for [Project/Service Name] while ensuring that existing client relationships remain secure and respected.

2. Joint Marketing Activities

We agree to cooperate on the following activities:

- Co-branded email campaigns to prospective leads.
- Joint webinars or educational seminars.
- Cross-promotion on social media platforms.
- Shared marketing collateral and case studies.

3. Client Protection and Non-Solicitation

To protect our individual business interests, both parties agree to the following:

- **Non-Circumvention:** Neither party shall attempt to bypass the other to provide similar services to a client introduced through this partnership.
- **Data Privacy:** All shared lead information will be handled in compliance with applicable data protection laws.
- **Ownership:** Each party retains exclusive ownership of their pre-existing client lists and proprietary data.
- **Conflict Resolution:** In the event that both parties have a pre-existing relationship with the same lead, we will disclose this immediately to determine the best course of action.

4. Lead Distribution

Leads generated through joint efforts will be tracked via [System/Method] and distributed based on [Agreed Ratio or Criteria].

5. Term and Termination

This strategy is effective as of [Start Date] and will continue until [End Date] or until terminated by either party with [Number] days' written notice. Upon termination, the client protection clauses shall remain in effect for a period of [Number] months.

Please sign below to indicate your agreement with this strategy.

Agreed by:

[Your Name/Title]
[Company Name]

[Partner Name/Title]
[Partner Company Name]