**Partnership Marketing Agreement Form**

**This Partnership Marketing Agreement (“Agreement”) is made and entered into on [Date], by and between:**

**Partner 1 (Company A):**

|  |  |  |  |
| --- | --- | --- | --- |
| Business Name: |  | Contact Person: |  |
| Address: |  | Email: |  |
| Phone: |  |  |  |

**Partner 2 (Company B):**

|  |  |  |  |
| --- | --- | --- | --- |
| Business Name: |  | Contact Person: |  |
| Address: |  | Email: |  |
| Phone: |  |  |  |

**1. Purpose of Agreement**

This Agreement is established to outline the terms and conditions under which both parties will collaborate on joint marketing activities to promote their products/services.

**2. Scope of Partnership**

* Joint campaigns (e.g., social media, email, events)
* Co-branded materials
* Shared advertising costs
* Cross-promotion of products/services

**3. Roles & Responsibilities**

**Company A will:**

* Provide marketing content and graphics
* Share campaign on its digital platforms

**Company B will:**

* Handle event coordination
* Share campaign through its customer base

**4. Financial Terms**

* Each party agrees to contribute **[Percentage]%** of costs.
* Revenue generated will be shared as follows: **[X% Company A / Y% Company B]**.

**5. Duration & Termination**

* Agreement effective from: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Agreement ends on: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Either party may terminate with a **30-day written notice**.

**6. Confidentiality**

Both parties agree not to disclose confidential business information without prior written consent.

**7. Signatures**

**Partner 1 (Company A):**  
Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_

**Partner 2 (Company B):**  
Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_