

[Type text]

Co-Marketing Agreement

Between

Company ABC and Company XYZ.

Co-Marketing Partners

This co-marketing agreement is made this XX day of XXXXXXXXX, 20XX, by and between:

Company ABC

Address:

City/State/ZIP:

Company XYZ

Address:

City/State/ZIP:

Purpose/Scope

The partners agree to construct a marketing partnership based on mutual respect and trust that leverages the resources of all. Use of the parties. The partners listed above hereby agree that they shall be considered co-marketing partners in business for the following purpose:

State Purpose & Scope Here

Goals & Measurements

The primary goal of this partnership is:

Achievement of goals will be based on the following measurements:

[Type text]

Evaluation

An annual/semi-annual/quarterly/monthly evaluation will be conducted by both parties on the agreed upon date of the Partnership signing. Either party may terminate the relationship at any time.

The evaluation will address trends and analyze data accumulated throughout the existence of the partnership.

The analysis will include, but is not limited to the follow metrics:

1. List Metric #1
2. List Metric #2
3. List Metric #3

Benefits

Mutual benefits of the partnership include:

1. List Benefit #1
2. List Benefit #2
3. List Benefit #3

Marketing Commitments

Company ABC pledges to commit the following resources to the partnership (List permissions for use of logos, quotes, branding elements as part of this agreement):

1. List Resource #1
2. List Resource #2
3. List Resource #3

Company XYZ pledges to commit the following resources to the partnership (List permissions for use of logos, quotes, branding elements as part of this agreement):

1. List Resource #1
2. List Resource #2
3. List Resource #3

Review Protocols

[Type text]

Review protocols may be added or removed via co-marketing partnership team consensus without making modifications to this agreement.

Employee & Employer Rights

Employee awareness and involvement will be facilitated through the contractual processes developed by Company ABC and Company XYZ. The parties also agree to consider other processes as needs present themselves.

Term of Partnership

This agreement will terminate on _____. If any signatory of this agreement wishes to terminate their participation prior to the established termination date, written notice of the intent to withdraw must be provided to all other signatories.

Any signatory may also propose modification or amendment of the agreement.

FOR COMPANY ABC

Name	Date
Title	

FOR COMPANY XYZ

Name	Date
Title	