

Conference Marketing Partnership Proposal Draft

1. Introduction

This proposal outlines the terms and scope for a collaborative marketing partnership between [Your Organization] and [Partner Organization] in connection with the upcoming [Conference Name], scheduled for [Conference Dates] at [Location]. The intent is to create mutual value through shared promotional activities and joint engagement efforts.

2. Objectives

- Enhance visibility and attendance at [Conference Name].
- Leverage each organization's network for broader outreach.
- Develop co-branded materials and campaigns.
- Generate leads and engagement for both parties.

3. Partnership Scope

1. Co-Branded Marketing

- Joint press releases and announcements.
- Co-branded social media campaigns.
- Inclusion of logos on event materials, website, and newsletters.

2. Promotional Activities

- Email blasts to respective databases.
- Banner placements on digital channels.
- Reciprocal website links.

3. Event Collaboration

- Panel discussions, workshops, or speaking slots.
- Exhibitor booth opportunities.
- On-site branding (signage, promo materials).

4. Deliverables

Deliverable	Lead Party	Timeline
Joint Press Release	[Your Organization]	[Date]
Social Media Announcements	Both	[Date Range]
Co-Branded Email Blast	[Partner Organization]	[Date]

5. Partnership Benefits

- Increased event exposure and credibility.
- Expanded network and audience reach.
- Access to exclusive event sessions and opportunities.
- Recognition as a key partner in event communications.

6. Terms & Conditions

- Each party will appoint a point of contact for smooth execution.
- Brand guidelines shall be observed by both parties.
- Partnership is effective upon mutual agreement and continues through the conference conclusion.
- Any changes to the partnership must be communicated in writing.

7. Next Steps

1. Review and confirm proposal details.
2. Both parties sign the agreement.
3. Kick-off coordination meeting scheduled.

[Your Organization]

Name: _____

Title: _____

Date: _____

[Partner Organization]

Name: _____

Title: _____

Date: _____