

Business Co-Promotion Agreement Outline

1. Parties

1. Party A: _____
2. Party B: _____

2. Purpose

The purpose of this Agreement is to outline the terms for a co-promotion partnership between Party A and Party B.

3. Scope of Promotion

- Description of products/services involved
- Geographical area/scope
- Platforms/channels
- Specific activities/campaigns

4. Roles and Responsibilities

1. Obligations of Party A
2. Obligations of Party B
3. Joint obligations

5. Intellectual Property

- Usage of trademarks, logos, and branding
- Approval process for marketing materials

6. Financial Arrangements

- Cost sharing/split
- Invoicing and payment terms
- Revenue allocation (if applicable)

7. Term and Termination

- Effective date
- Duration of the agreement
- Termination conditions

8. Confidentiality

- Definition of confidential information
- Obligations and exceptions

9. Dispute Resolution

- Governing law
- Dispute resolution process

10. Miscellaneous

- Amendments

- Notices
- Entire agreement and severability

11. Signatures

1. Party A Representative: _____
Date: _____

2. Party B Representative: _____
Date: _____