

Strategic Co-Marketing Partnership Contract

Date: _____

This Strategic Co-Marketing Partnership Contract ("Agreement") is made and entered into as of the date above ("Effective Date") by and between:

Party A	_____ Address: _____ Contact: _____
Party B	_____ Address: _____ Contact: _____

1. Purpose

The parties wish to collaborate on joint marketing activities that promote their respective offerings and mutually drive brand visibility, leads, and revenue.

2. Scope of Co-Marketing Activities

- Joint webinars and events
- Content development (blogs, eBooks, case studies)
- Co-branded campaigns and advertisements
- Shared social media promotions
- Other mutually agreed initiatives

3. Roles & Responsibilities

1. **Party A** will:
 - Design and develop agreed content and collateral
 - Promote co-marketing activities on its channels
 - Share relevant metrics and reports
2. **Party B** will:
 - Contribute resources as needed for initiatives
 - Promote activities on its channels
 - Share relevant performance data

4. Intellectual Property

All co-developed materials will be co-branded, unless otherwise agreed. Each party retains ownership of its own pre-existing intellectual property.

5. Confidentiality

Both parties agree to keep confidential all non-public information acquired in the course of this partnership, unless required by law.

6. Term & Termination

This Agreement starts on the Effective Date and will remain in effect for ____ months/years, unless terminated by either party with 30 days' written notice.

7. Miscellaneous

- This Agreement represents the entire understanding between both parties.
- Amendments must be in writing, signed by both parties.
- This Agreement is governed by the laws of _____ (Jurisdiction).

Signature (Party A)

Name:

Title:

Date:

Signature (Party B)

Name:

Title:

Date:
