

# 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:

<b>Party A</b>	Address: _____ Contact: _____
<b>Party B</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:

---