

Cross-Promotion Co-Branding Partnership Document

1. Partnership Overview

This document outlines the terms, responsibilities, deliverables, and expectations for the co-branding cross-promotion partnership between the following parties:

Company/Brand A	
Company/Brand B	

2. Objectives

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3. Partnership Activities

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4. Roles and Responsibilities

Task/Responsibility	Company/Brand A	Company/Brand B

5. Deliverables & Timeline

Deliverable	Responsible Party	Due Date

6. Branding & Creative

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7. Communication & Reporting

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8. Terms & Termination

9. Miscellaneous

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Company/Brand A

Name:
Title:
Date:

Company/Brand B

Name:
Title:
Date: