

# Memorandum of Understanding

## For Marketing Collaborations

This Memorandum of Understanding ("MOU") is made and entered into as of [Date], by and between:

- **Party A:** [Company/Organization Name], located at [Address].
- **Party B:** [Company/Organization Name], located at [Address].

### 1. Purpose

The purpose of this MOU is to set forth the terms and understanding between Party A and Party B regarding marketing collaborations to jointly promote products/services and enhance mutual business interests.

### 2. Areas of Collaboration

1. Joint marketing campaigns, including but not limited to social media, events, and email marketing.
2. Co-branded content and promotional materials.
3. Sharing of best practices and market insights.

### 3. Roles and Responsibilities

1. Each party will assign a primary contact for coordination purposes.
2. Both parties agree to collaborate on campaign development and execution.
3. Each party is responsible for securing appropriate approvals for any co-branded communications.

### 4. Duration

This MOU shall commence on the date set forth above and will remain in effect for a period of [Duration], unless terminated earlier by either party with [Number] days' written notice.

### 5. Confidentiality

Both parties agree to maintain confidentiality and not to disclose any proprietary or confidential information obtained in connection with this collaboration to any third party without prior written consent.

### 6. Non-binding Agreement

This MOU serves only as a record of the parties' intentions and does not constitute a legally binding agreement. Any binding commitment shall be set forth in a separate agreement signed by both parties.

### 7. General Provisions

1. This MOU represents the entire understanding between the parties and supersedes all prior discussions and agreements related to its subject matter.
2. Any amendments to this MOU must be made in writing and signed by authorized representatives of both parties.

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[Name], [Title]  
For Party A

Date: \_\_\_\_\_

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[Name], [Title]  
For Party B

Date: \_\_\_\_\_