

[Your Company Letterhead or Name]
[Address Line 1]
[Address Line 2]
[City, State, Zip Code]
[Phone Number]
[Email Address]

Date: [Insert Date]

[Recipient Name]
[Retail Partner Name]
[Recipient Address Line 1]
[Recipient Address Line 2]
[City, State, Zip Code]

SUBJECT: RETAIL CHAIN PROMOTION AUTHORIZATION REQUEST

Dear [Recipient Name],

We are writing to formally request authorization to conduct an in-store promotion for our products at your retail locations. The purpose of this promotion is to enhance brand visibility and increase product sales through collaborative efforts.

Below are the details of the proposed promotion:

- Promotion Duration: [Start Date] to [End Date]
- Promotion Activities: [Describe activities, e.g., product sampling, discounts, displays]
- Products Involved: [List specific products]
- Requested Locations: [List locations or stores]

We are prepared to comply with all store policies and procedures and will ensure minimal disruption to your daily operations. Our team will coordinate closely with your store management to execute this promotion smoothly.

We kindly request your written approval to proceed with this promotion. Should you require any additional information, please do not hesitate to contact us.

Thank you for your consideration.

Sincerely,

[Your Name]
[Your Position]
[Your Company Name]
[Contact Information]

