

[Your Name]  
[Your Title]  
[Your Company Name]  
[Email Address]  
[Date]

[Recipient Name]  
[Recipient Title]  
[Recipient Company Name]

**Subject: Strategic Partnership Proposal: [Your Product] & [Recipient Product]**

Dear [Recipient Name],

I have been following [Recipient Company Name]'s recent success in [Market/Industry Segment] and was particularly impressed by [Specific Recent Achievement]. I am writing to propose a strategic marketing joint venture between our organizations to accelerate growth for both [Your Product] and [Recipient Product].

**The Opportunity:**

Our research indicates a significant overlap between our respective customer bases, specifically in [Customer Persona/Demographic]. By combining our marketing efforts, we can provide a comprehensive solution to [Specific Problem the Partnership Solves].

**Proposed Collaboration:**

I am suggesting a [Timeframe, e.g., Quarter-long] co-marketing campaign that includes:

- [Campaign Idea 1, e.g., Bundled product offering]
- [Campaign Idea 2, e.g., Co-branded webinar or whitepaper]
- [Campaign Idea 3, e.g., Reciprocal email list promotion]

**Projected Mutual Benefits:**

- Access to [Number/Segment] of qualified leads.
- Reduced customer acquisition costs through shared resources.
- Enhanced brand authority through association with [Recipient Company Name].

I would appreciate the opportunity to discuss how this partnership can align with your [Upcoming Year/Quarter] goals. Are you available for a brief 15-minute introductory call on [Day] or [Day] at [Time]?

Best regards,

[Your Name]  
[Your LinkedIn Profile Link]