

LETTER OF INTENT FOR PROMOTION

To: _____

From: _____

Subject: Intention to Promote

This Letter of Intent (“LOI”) sets forth the terms and understanding between the undersigned parties regarding the promotion agreement contemplated by the parties. This LOI is intended to serve as a basis for further negotiations and the preparation of a definitive Promotion Agreement.

1. Parties:

The parties to this LOI are: (i) the Promoter, who intends to provide promotional services, and (ii) the Client, who desires to engage the Promoter for promotional activities as outlined herein.

2. Purpose:

The purpose of this LOI is to outline the general terms under which the Promoter will promote the Client’s products, services, or brand in accordance with a subsequent definitive agreement.

3. Term:

The promotion services shall commence upon execution of the definitive Promotion Agreement and continue for the term specified therein, subject to termination as provided in such agreement.

4. Promotional Activities:

The Promoter agrees to undertake promotional activities that may include, but are not limited to, advertising, social media marketing, public relations, event appearances, and other mutually agreed methods to increase visibility and sales of the Client’s offerings.

5. Compensation:

Compensation for promotional services shall be negotiated in good faith and set forth in the definitive Promotion Agreement. Unless otherwise agreed, no payment obligations are created by this LOI.

6. Confidentiality:

Each party agrees to keep confidential all proprietary information disclosed during negotiations and performance under this LOI and any subsequent agreement, except as required by law or with prior written consent of the disclosing party.

7. Non-binding Agreement:

Except for the provisions related to Confidentiality and Governing Law, this LOI does not constitute a binding agreement and neither party shall be obligated to proceed until a definitive Promotion Agreement is executed by both parties.

8. Governing Law and Jurisdiction:

This LOI shall be governed by and construed in accordance with the laws of the State of _____, without regard to conflict of law principles. The parties consent to the exclusive jurisdiction and venue of the state and federal courts located in _____ County, _____, for any dispute arising out of or relating to this LOI.

9. Entire Agreement:

This LOI contains the entire understanding between the parties with respect to the subject matter hereof and supersedes all prior agreements and understandings, whether written or oral.

10. Signatures:

PROMOTER

CLIENT

Signature: _____

Signature: _____

Name: _____

Name: _____

Title: _____

Title: _____

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