

**Media Partnership**

# PARTIES

This media partnership is entered into between the **National Association of Women Business Owners (NAWBO)** and **[media partner name]**, the organization named on the Signature Page on page 3 below. **NAWBO** and **[media partner name]** are each a “Party”, and collectively the “Parties.” This partnership is effective as of the date indicated below for three (3) years, unless terminated by the Parties.

# PURPOSE

This media partnership agreement outlines the mutual responsibilities of the Parties pertaining to the cross marketing and promotion by each Party. The parties recognize the unique challenges faced by women entrepreneurs and are committed to working together to address these challenges through various means, including but not limited to (list ways you will work together here, for example, joint or exclusive articles, podcast opportunities, etc.).

# COMMITMENT TO SERVE

The Parties understand this media partnership agreement is ​centered on the mutual commitment to support women business owners. Any attempts to exploit this agreement solely for personal gain or lead generation without a genuine commitment will not be tolerated. The Parties will act in good faith and demonstrate integrity, ensuring their actions align with the spirit of this agreement.

**GRANT OF LICENSES**

NAWBO grants [media partner name] a nonexclusive, nontransferable, royalty-free license to use the NAWBO logo and any other provided assets for the sole and exclusive purposes of this media partnership agreement. [media partner name] also grants NAWBO a nonexclusive, nontransferable, royalty-free license to use its logo and any other provided assets for the sole and exclusive purposes of this agreement. Upon the expiration or termination of the agreement, the licenses granted herein will terminate automatically and each Party will immediately (i) remove the other Party’s logos or other marks from its website and (ii) discontinue any other use of such logos or marks.

# ROLES, RESPONSIBILITIES AND BRAND RECOGNITION

The Parties agree to these responsibilities.

## NAWBO Responsibilities:

* Publish the [media partner name’s] logo as a media partner on the website with a link back to their website.
* Provide [media partner name] with women business owner sources for media opportunities as requested.
* List all responsibilities and recognition that apply in bullet points here

## [Media Partner Name’s] Responsibilities:

* List all agreed upon partner responsibilities in bullet points here

# NO BINDING OBLIGATION

With the exception of the rights and obligations under the Grant of Licenses provision, the Parties agree this media partnership agreement does not establish an obligation of either Party to the other Party for the payment of fees or other remuneration for intellectual property or for services provided to or rendered on behalf of either of the Parties.

# RELATIONSHIP OF THE PARTIES

Neither Party is a legal representative nor legal agent of the other. Neither Party is legally a partner of the other, nor does this media partnership agreement create a partnership or joint venture between the parties. Neither Party will assume nor create any obligations on behalf of the other or make any representations or warranties about the other, other than those authorized in writing by the other Party.

# TERM AND TERMINATION

This media partnership agreement shall take effect as of [date] and shall continue for ​three (3) years unless either Party has terminated it in writing per the conditions set out below. The Parties agree that either Party may terminate for convenience by providing at least thirty (30) days advance written notice to the other Party. Termination of this agreement ​shall have the following effect: neither of the Parties shall have any further obligations ​except for obligations accruing before the date of termination, such as prior commitments made by NAWBO and [party name]. This agreement may be renewed for new three (3) year periods upon agreement of the Parties before the expiration date following a review by the Parties of the collaboration.

# AMENDMENTS

Either Party may request changes to this media partnership agreement. Any changes, modifications, revisions, or amendments to this agreement mutually agreed upon by and between the Parties to this agreement shall be incorporated by written instrument, and effective when executed and signed by both Parties to this agreement. In addition, the Parties may supplement this agreement through written communication and by the agreement of the Parties.

# SIGNATURES

In witness whereof, the Parties to this media partnership agreement through their duly authorized representatives have executed this media partnership agreement on the days and dates set out below, and certify that they have read, understood, and agreed to the terms ​of this agreement as set forth herein.

NAWBO Signature:

Printed Name:

Title:

Company:

Date:

[Party Name] Signature:

Printed Name:

Title:

Company:

Date: