

Cafe Business Partnership Proposal

Cover Letter

- Briefly introduce your cafe and its unique offerings.
- State the purpose of the proposal, such as co-marketing, supplier partnerships, or event collaborations.
- Invite the recipient to explore the mutual benefits.

Executive Summary

- Overview of the partnership proposal.
- Emphasize how both parties can enhance their business—e.g., driving foot traffic, expanding menus, or creating co-branded campaigns.

About Us

- Highlight your cafe's story, brand, and key selling points like specialty products or ambiance.

Purpose of the Partnership

- Focus on shared objectives like increasing customer engagement, promoting local suppliers, or hosting events.

Proposed Partnership Details

- **Scope:** Supplier agreements, event collaborations, or loyalty program integration.
- **Roles and Responsibilities:** Clearly outline contributions (e.g., the cafe offers space for events, the partner provides marketing support).

- **Timelines:** Project phases or promotional schedules.

Mutual Benefits

- Increased brand visibility, customer base growth, or shared marketing costs.

Terms and Conditions

- Profit-sharing terms, exclusivity clauses, or event schedules.

Call to Action

- Encourage the recipient to meet or discuss further.