**[](https://www.smartsheet.com/try-it?trp=11225&utm_source=integrated+content&utm_campaign=/content/brand-strategy-templates&utm_medium=Brand+Partnership+Strategy+word+11225&lpa=Brand+Partnership+Strategy+word+11225&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)BRAND PARTNERSHIP**

**STRATEGY TEMPLATE**

BRAND PARTNERSHIP STRATEGY

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# A picture containing text, room, gambling house Description automatically generatedJOINT VALUE PROPOSITION SUMMARY

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# IDEA / PROPOSAL

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## MARKET OPPORTUNITIES

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## IDEAL CUSTOMER PERSONA

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# SALES STRATEGY

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# INVESTMENT & ROI

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