

Strategic Alliance Proposal

1. Executive Summary

Brief overview

2. Objectives

Outline the key goals

3. Background Information

Your Organization

Proposed Partner Organization

4. Strategic Fit

Reasons for Alliance

5. Proposed Activities and Responsibilities

Joint activities and responsibilities

6. Benefits

Mutual benefits

7. Resource Commitment

Resources to be provided

8. Terms and Duration

Key terms and duration

9. Next Steps

Proposed next steps

10. Contact Information

Contact Person

Email

Phone