

# Partnership Press Release Template

For integrations, co-marketing, distribution and strategic alliances. Two company names are not news, so the template leads with what the partnership lets customers do.

**[Orange]** fill in your details    *[Grey]* write this part yourself, then delete the prompt

## FOR IMMEDIATE RELEASE

**[Company name] and [Partner company] partner to [what customers can now do]**

*[How it works or when it is available, in one line]*

**[City], [Release date] - [Company name]**, *[what it does]*, and **[Partner company]**, *[what the partner does]*, today announced a partnership that *[the customer benefit in one sentence]*.

*[How the partnership works. Integration, joint offering, distribution, and what a customer actually experiences.]*

*[Who benefits and why it matters. The problem the two companies solve together that neither solves alone.]*

*[Availability. When it starts, where to find it, and any terms customers need to know.]*

"*[Why this partnership, in a sentence]*," said **[Spokesperson], [Spokesperson title]** of **[Company name]**. "*[What it means for customers]*."

"*[The partner's reason, in their words]*," said *[partner spokesperson]*, *[title]* at **[Partner company]**.

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About **[Company name]**

**[Company name]** *[one sentence on what you do and for whom]. [One sentence of proof: founded year, customers, footprint, or a figure you can verify].* Learn more at **[Website]**.

About **[Partner company]**

*[One or two sentences supplied by the partner.]*

**Media contact**

**[Media contact name]**

**[Media contact email]**

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## When to use this template

- A product integration with another company
- A distribution, reseller or channel agreement
- A strategic or co-development partnership

## Headline formulas

1. **[Company name]** and **[Partner company]** partner to *[benefit for customers]*
2. **[Company name]** integrates with **[Partner company]** so *[who]* can *[do what]*
3. **[Partner company]** customers can now *[do what]* with **[Company name]**

## Tips from the editor's desk

### Lead with the customer benefit

Editors skip "X and Y announce partnership". Put what customers can now do in the headline and the first sentence.

### Agree approvals early

Both companies' legal and marketing teams will want to review. Share the draft early and set one release date.

### Include both boilerplates

Each company gets its own About paragraph. Ask the partner for theirs rather than writing it for them.

### Distribute from both sides

Ask the partner to share it with their audience too. Their customers are the people most likely to care.

## Before you send it

- |                                                                                            |                                                                                                  |
|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Headline is under 70 characters and names who did what            | <input type="checkbox"/> Names and titles are spelled correctly and approved by the people named |
| <input type="checkbox"/> The first sentence states the news completely                     | <input type="checkbox"/> Partners, investors or customers mentioned have signed off              |
| <input type="checkbox"/> Dateline has the city and the release date                        | <input type="checkbox"/> Boilerplate is current, and every link works                            |
| <input type="checkbox"/> Every figure is accurate and you can show where it came from      | <input type="checkbox"/> The media contact is a real person who will answer                      |
| <input type="checkbox"/> Each quote adds a reason or an opinion, not a repeat of the facts | <input type="checkbox"/> Read it aloud once. Cut anything that sounds like an ad                 |

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