April 18, 2016

Verdell’s Artillery

1234 Airline Rd

Arlington, TN 38002

Dear Verdell,

As discussed, here is a preliminary business agreement letter between A-Town Apparel and Verdell’s Artillery. A-Town Apparel unanimously agreed to promote your business in our establishment and in turn Verdell’s Artillery will promote A-Town Apparel in its establishment.

Below are tentative terms of the business agreement. Initial each one of the terms, sign and date the bottom, and return to me. Feel free to jot notes directly on this letter or attach them. Once we receive your signature we will prepare a formal contract.

**Preliminary Business Agreement**

\_\_\_\_\_ A-Town Apparel will provide Verdell’s Artillery with free promotion at its establishment for a period of one year.

\_\_\_\_\_ Word of mouth referrals to A-Town Apparel customers.

\_\_\_\_\_ Allow one A-Town Apparel sign to hang in the storefront window that does not exceed 8 ½ by 11 ½ inches in size.

\_\_\_\_\_ Flyers and business cards that will be placed on the store counter.

As stated, if this preliminary business agreement is acceptable return it to me at your convenience.

Best Regards,

Callie McMorran

A-Town Apparel

4567 Airline Rd

Arlington, TN 38002

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 (signature) (date)

Verdell Smith, Owner/Proprietor

Verdell’s Artillery