

[Your Name]
[Your Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]
[Date]
[Recipient Name]
[Recipient Title]
QVC

[Company Address]
[City, State, Zip Code]

Dear [Recipient Name],

I am writing to propose a collaboration between [Your Company/Business Name] and QVC. Our innovative product, [Product Name], has garnered significant interest, and I believe that featuring it on your network would not only enhance your product lineup but also resonate well with your audience.

****Overview of Product****

Provide a brief description of the product, its unique features, and what sets it apart in the market.

****Target Audience****

Identify the target demographic and justify why this group aligns with QVC's viewership.

****Benefits to QVC****

Outline the potential benefits for QVC, such as increased sales, viewer engagement, and brand alignment.

****Proposed Partnership Structure****

Suggest how you envision the partnership, including potential promotions, product demonstrations, and timelines.

****Next Steps****

I would appreciate the opportunity to discuss this proposal further and explore how we can work together to bring [Product Name] to your viewers. Please let me know a suitable time for us to connect.

Thank you for considering this proposal. I look forward to the possibility of partnering with QVC.

Sincerely,

[Your Name]
[Your Position]
[Your Company/Business Name]
[Website URL, if applicable]