
[client ltd]

Date

[address]

RFP #

[attn]

Re

Dear [client],

This letter will constitute a proposal for [designer inc] to provide design services specifically to produce a [type of piece] that will [purpose of piece] for [client ltd].

We propose to:

[Details of project]

As we have previously indicated, we have the experience necessary to do an outstanding job on this project.
[Specific examples of experience]

The project will include some or all of the following on approximately the dates indicated:

Specific tasks

Schedule

Estimated fees

1.

2.

3.

Our total fee for these services is estimated to be [\$], based on [number] hours/days work at [\$] per hour/day.

Date

RFP #

Re

Expenses

Any out-of-pocket expenses will be billed [at cost/billed at a mark up of 25 per cent]. We estimate total expenses will be [\$00], broken down as follows:

Other expenses	Estimated cost (\$)
1.	
2.	
3.	

Please note that this figure is not a quote. Rather, it is an estimate of what we believe the job will take given the information provided. If more work is involved, the actual price may be higher; if less work is needed, the actual price may be lower. We will, however, keep you informed of any change which exceeds ten (10) per cent of the total.

Also note that this estimate is based on providing services on or about the dates indicated. Delays beyond our control may increase costs.

Terms

One third of this estimate, or [\$] in advance

One third [\$] upon acceptance of the concept/layout/first copy draft

One third [\$] upon delivery of final copy

If any phase of the assignment is delayed for longer than sixty (60) days, we will bill for work completed. If this proposal meets with your approval, please indicate by signing and returning one copy to us. If you have any questions, please contact me.

Thank you for the opportunity to submit this proposal. We look forward to working with you.

Sincerely,

Agreed and approved
[designer inc]

Agreed and approved
[client ltd]

Date

Date
