

Sample Business Proposals



Company Rebranding Sample Proposal

Scroll down to see the rest of this truncated sample.

When purchased, the complete sample is 6 pages long and was written using these Proposal Pack templates:

SCROLL
DOWN



Cover Letter, Title Page, Executive Summary, Cost Summary, Time Line



This sample proposal was created using **Proposal Pack Concepts #8**. For only \$67 you **get the entire collection of sample proposals (including this one) plus hundreds of editable templates** for creating an unlimited variety of custom proposals.

▶ [Purchase Proposal Pack Concepts #8](#) for only \$67.

The sample below **DOES NOT** include all of the content. The complete version is included in every Proposal Pack product and must be purchased to see the rest of the material.

Read this article to help you create a winning proposal using your Proposal Pack and this sample: [HOW TO WRITE A GRAPHIC DESIGN PROPOSAL](#)

Your proposal and quote could be just a couple pages long or over a hundred pages long depending on your needs, **all created with one affordable Proposal Pack**.

*** PDF samples are not editable. You MUST buy a \$67 Proposal Pack for the editable templates.

James Meranet
Managing Partner
ABC Capital Ventures, LLC
221027 West Delta Lane
New Haven, CT 16345

Dear Mr. Meranet,

Thank you for meeting with us last week to discuss your project. It was interesting to hear about your business and what you hope to accomplish in the next six months. We feel that we have the exact blend of experience and talent to aid you with this project and to meet your goal of a new corporate look and feel for your graphics, letterhead, and associated materials within the six-month timeline.

We recently completed a re-branding and re-tooling of a similar client's marketing material in your industry last month and would be happy to provide that client's contact information as a reference for our work and practices.

Attached is our proposal for the project, including a cost summary for the "ABC Capital Ventures Rebranding Campaign." Our estimates are based on our interview with you and outline the project specifications as we currently understand them.

If you would like to discuss the specifications further, or have any questions, please do not hesitate to contact me at the phone number or email address shown below.

Sincerely,

Allison Potter
Principal
Potter Designs, Inc.
555-555-1212
potter@potterdesignsinc.com
www.potterdesignsinc.com

Potter Designs, Inc
3483 Fairview Road
New Haven, CT 16345

(PH) 555-555-1212
(FX) 555-555-1213
www.potterdesignsinc.com



ABC Capital Ventures Rebranding Campaign

Prepared for: James Meranet, Managing Partner

Prepared by: Allison Potter, Principal

Description

Attached is our proposal for the project, including a cost summary for the ABC Capital Ventures Rebranding Campaign. Our estimates are based on our interview with you and outline the project specifications as we currently understand them.

The objective is to combine the creation of a new logo with the adoption of a new corporate rebranding.

Proposal Number: 1001-6





Executive Summary

The Objective...

Client wishes to combine the creation of a new logo with the adoption of a new corporate rebranding. Specifically, the client wants to adopt a new primary logo, new logos and graphics for its product line(s) – and to have this new branding extend to new marketing materials it wants created for several direct mail campaigns involving their product line(s).

Special attention will be paid to treating the graphic design for the client's products as individual and separate entities, and not share common elements between the branding.

The Opportunity...

At Potter Designs, we will be responsible for creating all of your graphic design elements using similar formats, but different identities for each brand.

This means that you or your staff will be able to insert logos into your day-to-day documents, invoices, letterhead, etc., while maintaining a single standard for doing so.

The Solution...

The following is a solution outline and estimate of the time it will take for our Company to create all of the necessary elements for the various solutions. The timelines provided below should be used as a guide, because many of the deliverables may require the client to take time to evaluate and review the materials presented at each milestone.

Solution Overview: Logo Branding Design

Your team: Allison, Annette

- Retaining Potter Designs, all work orders signed and secured with a deposit
- Design-centered interview (1-2 hours) with client
- Initial design comps and examples to client for review and feedback (2 – 3 days)
- Revisions based on feedback (0 – 1 days)
- Produce final designs (1 day) and create a full composition set (web, print, transparent, apparel, etc)





S A M P L E

This sample has been truncated to only show the first few pages. The complete version of this sample is included with any Proposal Kit or Proposal Pack at:

<http://www.proposalkit.com/htm/products.htm>