



# PROPOSAL KIT SAMPLE

## Printing and Signage Services Sample Proposal

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Cover Letter, Title Page, Table of Contents, Getting Started, Design, Format, Signage, Printing, Price List, About Us, Services Provided, Back Page

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Read this article for more help - [How to Write an Advertising or Marketing Business Proposal](#)

Conrad Conway  
CEO  
Nu-Sci Supplements  
452 Birdseye Ave  
Phoenix, AZ 85022

Dear Mr. Conway,

Congratulations on your new business license for Nu-Sci Supplements!

The biggest challenge for new businesses such as yours is to get the word out quickly and professionally to the public about your products and services.

Every new business needs to establish their brand, with a consistent, professional message and appearance. We understand that you plan to sell your products primarily through your online store but as you know, online businesses need print products, too. As a supplement business selling to the general public, you'll need business cards, letterhead, flyers, and brochures to introduce your personnel and your products. You may want a print catalog as well as your online catalog. From time to time, you'll want to mail or hand out print advertisements and coupons. And when it comes time to go to trade shows, you'll need banners and table displays and signage of various types.

This is where Pederson Print Services comes in. While you are the experts in selling supplements; we are the experts in full-service printing. By using one company for all your printing needs, you'll save time and money and always present a professional face to your market. We're local, we're experienced, and we're eager to team up with you.

We invite you to review this proposal to see what everything we can do for you. We will call you to schedule a meeting on April 22. Thank you for your consideration, and welcome to the Phoenix business community!

Sincerely,

Amanda Brown  
Senior Print Specialist  
Pederson Print Services  
480-555-5551  
[Amanda@PedersonPrint.com](mailto:Amanda@PedersonPrint.com)  
[www.PedersonPrint.com](http://www.PedersonPrint.com)



# PROPOSAL

**Print Services for Nu-Sci Supplements**



Prepared for: Conrad Conway  
CEO

Prepared by: Amanda Brown  
Senior Print Specialist



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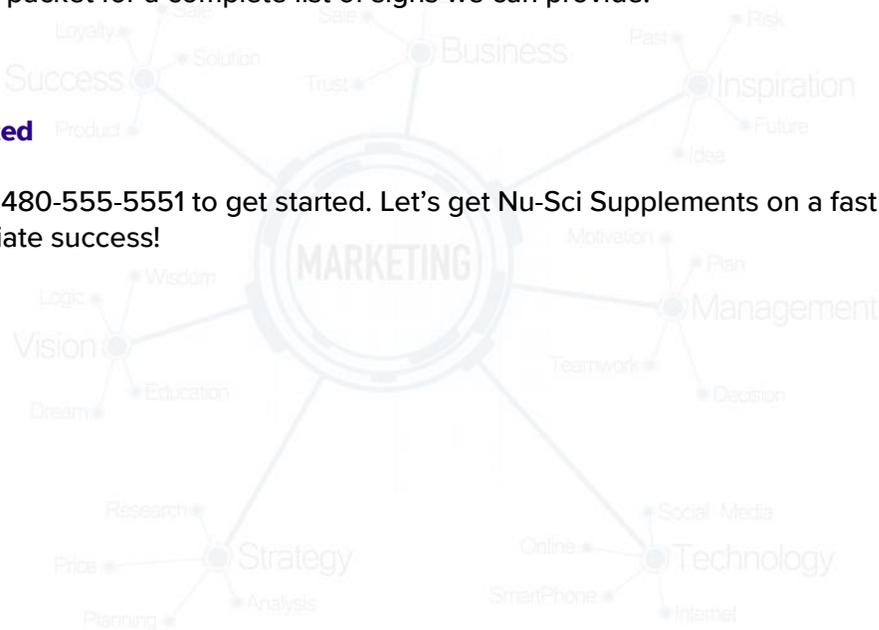
# GETTING STARTED

Every new business needs to spread the word about their goods and services to as big an audience as possible. Pederson Print Services is here to provide efficient print services at an economical cost. To begin with, we recommend the following items to help your company establish your presence:

- Business cards – All your employees should have personalized business cards that they can hand to everyone they meet. In addition, you may want a general business card to display on your reception counter for walk-in customers to take with them.
- Flyers – One-page announcements are great for sending out in mail packets, tucking into packages of purchases, and displaying on business counters everywhere. Announce your new company to everyone with a flyer.
- Brochures – You have an extensive list of supplements you want to advertise, and you may want to provide your customers with more information in printed form. We can help you create three- or four-panel brochures to fill this need.
- Signage – Does your new company need a roll-up banner, posters, or sandwich boards to display on the street? We do all that, and more. See the Signage page in this packet for a complete list of signs we can provide.

## Getting Started

Call us at 480-555-5551 to get started. Let's get Nu-Sci Supplements on a fast track to immediate success!





Pederson Print Services specializes in Print on Demand services. This means you no longer have to order and store thousands of copies of marketing materials that may be quickly outdated. You can order as many or as few as you want of any item exactly when you need it.

For maximum efficiency, the design for each item should be set up in advance, so that all we need to do is place the order for copies. Our expert design team is eager to assist you in creating your plan for any or all of the following:

- **Booklets, brochures, business cards, coupons, flyers, mailers, notecards, posters, labels, letterheads, stickers**

If you already have a design and all the text in hand, all these projects can generally be set up within a day, and printing can take place quickly, sometimes on the same day! Appointments must be made in advance with our print specialists so they can devote their time to your individual project.

- **Catalogs, annual reports, multipage books and booklets**

We can produce two-sided multi-page products with either spiral (comb) binding or perfect binding. We work with many authors to self-publish their memoirs or how-to books. The time needed to lay out, print, and assemble your final product depends on many factors, including page count. Our design and print consultants can answer all your questions.



## ☛ Large format printing on nearly any material

Pederson Print Services can print on magnetic signs, giant bus banners, canvas, thick sandwich boards, window or wall clings, you name it. We have won many awards for our creative trade show signage. We do work with subcontractors to produce many of these specialty items, so advance scheduling is a necessity. Consult with our specialists as soon as you can for best results.

## ☛ Finishing touches

Do you need laminated labels, a booklet of tear-out forms, or a workbook with three-hole punches? We do it all—just tell us what you need, and we'll do our best to make it happen.

## Summary

As you can see by the descriptions above, we are a full-service print shop. If you can envision it, we can produce it.





Every business owner understands that developing a strong recognizable company brand is an absolute necessity these days. But Pederson Print Services knows that money is often tight for startups, and hiring a design firm may be outside your budget.

That's why we have designers on staff. Working with you, we can bring your ideas to life and create a consistent, appealing look and feel to all your documents and marketing materials. We will work as a team in the following ways.

### Research

You know who your competition is. Compile a collection of their logos and marketing materials for comparison. Seek out logos and designs that you particularly like to give our designers a head start.

### How the Project Will Be Designed

After consulting with you and reviewing your competitors' designs and discussing your preferences, our designers will come up with three basic designs for you to choose from. This design will become your brand, and will be used on all your print projects.

### Project Schedule

You should generally plan on a two-week design schedule, with your initial design consultation as Day 1. The actual schedule may vary depending on the availability of our designers.

### Reasons for Project Design

You never want to copy another company's design, and you don't want to do without an appealing design, either. You need a unique, recognizable brand for your organization. Our designers will combine elements to create a visual presence that represents you and attracts your customers.

### Expected Results

After you have agreed on a specific design, that artwork will be used on all your print projects to provide a consistent professional message. We keep your design on hand for quick reference so we can produce materials for you with only a phone call.





Signage is a huge category, and as previously referenced in this proposal, we are experts in printing on almost any material in any format. Say, for example, Nu-Sci Supplements needs to advertise a new vitamin product. Not only can we produce flyers and coupons and traditional small print pieces, but we can announce your new product with banners and magnetic signs and sandwich boards. Trade show signage is a specialty of ours.

We are experienced in production of all the following types of signage:

### **Banners**

We can provide banners in many sizes, from as short as 36” in length to as long as 240” (yes, twenty feet!), print on plastic or fabric, and use a variety of fasteners on each end.

### **Window or Wall Clings**

Need a sign to stick to a window or wall? Our clings can be as small as 12” by 24” or as large as 5’ x 8’ with transparent or opaque backgrounds.

### **Outdoor Signage**

Whether you need signs for this weekend’s sidewalk sale or signs for the outside of your building that will last through all sorts of weather for years, we can accommodate you. We can print on plastic, glass, doors, wood, and even on metal.

### **Trade Show Signage and Promotional Items**

You want your booth to stand out in a crowded trade show. We can produce all sorts of displays for you, including sandwich boards, standing signs up to six feet all, and tabletop signs. You’ll want to have something on hand for attendees to take away, too: in addition to the usual business cards and brochures, you might consider printing your message on pens, coffee cups, mouse pads, pin-on buttons, and magnets.

## **Notes**

Pederson Print Services has a variety of printers that can produce many common items, and we work with subcontractors to create specialty products. If you can envision it, we can print it!



The rest of this sample is included in the retail Proposal Packs and Proposal Kit Professional bundle. Purchase any Proposal Pack in the design theme of your choice and you will have everything you need.

### **How do I customize or create my own version of this sample?**

Using the included Proposal Pack Wizard is the best way to make customized versions of the samples. Using the Wizard and any Proposal Pack you can recreate any of the samples in the visual design theme you purchased as well as branding it with your own logo and design.

- 1) After purchasing, downloading, and installing your Proposal Pack and Wizard software add a new project in the Wizard.
- 2) Click the Pick Documents button then click the View Samples tab.
- 3) Select the title of this (or any other) sample and click the Import Content from Selected Sample button.
- 4) Customize the chapter list as needed to suit your situation. You can add additional chapters from the library of 2000+ topics, reorder chapters, remove chapters.
- 5) When you save your project, the Wizard will build you a custom version of this sample in the visual design theme Proposal Pack you purchased applying all your customizations (logos, font types, color schemes, contact information, etc.).
- 6) Open and edit the Word document to complete your work.

This sample is included in the [Proposal Kit Professional](#) and [Proposal Pack](#) products.

This sample has been truncated to only show the first few pages. The complete version of this sample including an editable Word version is included with all Proposal Kit Professional and Proposal Pack products found at:

[ProposalKit.com/htm/proposal-software-products.htm](http://ProposalKit.com/htm/proposal-software-products.htm)

