

AGENCY PROPOSAL

Proposal No.: AP-0001

Date: [DD/MM/YYYY]

Valid until: [DD/MM/YYYY]

[Your Business Name]

[Street address, City, Postcode]

[Email] · [Phone]

[Tax / VAT / GST registration no.]

PREPARED BY

[Your Business Name]

[Your Name, Title]

[Email] · [Phone]

[Website]

PREPARED FOR

[Client Name]

[Contact Name, Title]

[Company]

[Email]

Executive Summary

[The client's goal, the strategy you recommend and the result you expect, in three sentences.]

Case Study

[A similar client: the challenge, what you did and the result. Add a screenshot or chart.]

Strategy

- [Channel or workstream 1]
- [Channel or workstream 2]
- [How you will measure success]

Retainer Packages

Monthly fees, billed in advance. Minimum term [3] months.

Option	What is included	Price	Selected
Starter	[Included each month]	[0.00] / mo	☐
Growth	[Included each month]	[0.00] / mo	☐
Scale	[Included each month]	[0.00] / mo	☐

Your Team

[Account lead, specialists and how often you will meet.]

Onboarding

- Week 1: kickoff call, access to accounts and brand assets
- Week 2: strategy sign-off and first deliverables
- Monthly: report and review call

Terms

- This proposal is valid until the date above.
- Retainer runs month to month after the minimum term, with [30] days' notice.

Acceptance

To go ahead, tick the option you want in the pricing table, then sign below. We will send the contract and first invoice within one business day.

ACCEPTED FOR THE CLIENT

Name: _____

Title: _____

FOR THE AGENCY

Name: _____

Title: _____

Signature: _____

Date: _____

Signature: _____

Date: _____