

Design Proposal

Agency: [Agency Name]

Client: [Client Name]

Date: [Proposal Date]

Overview

[Brief summary of the agency's understanding of the project, the client's goals, and the challenges the project aims to solve.]

Objectives

- [Objective 1]
- [Objective 2]
- [Objective 3]

Proposed Solution

[High-level description of design and strategy. How the design will address objectives and challenges.]

Scope of Work

- [Service or Deliverable 1]
- [Service or Deliverable 2]
- [Service or Deliverable 3]

Timeline

- Phase 1: [Timeframe] → [Description]
- Phase 2: [Timeframe] → [Description]
- Phase 3: [Timeframe] → [Description]

Team

[Name 1] → [Role]

[Name 2] → [Role]

[Name 3] → [Role]

Investment

[Summary of pricing, payment terms, and what's included. E.g., "Total: \$XX,XXX (includes all deliverables outlined above)."]

Next Steps

1. Review this proposal.
2. Schedule a follow-up call to discuss details.
3. Sign agreement to proceed.

Contact: [Your Name] • [Email] • [Phone]