

Creative Agency Proposal

Agency Name: [Your Agency Name]
Client: [Client Name]
Date: [Proposal Date]
Prepared by: [Your Name / Position]

1. Executive Summary

Brief overview introducing the proposal, demonstrating understanding of the client's needs and stating objectives.

2. About Our Agency

- Company background & values
- Core services
- Relevant experience

3. Project Understanding

Summary of client requirements and project context as understood by the agency.

4. Proposed Solutions & Approach

- Creative concepts or strategy outline
- Design & development process
- Work stages & anticipated deliverables

5. Timeline

- Project phases with estimated dates
- Key milestones

6. Investment & Fees

- Cost breakdown
- Payment schedule

7. Case Studies / Portfolio

Examples of previous relevant work (list or summary).

8. Terms & Conditions

- Project scope & revisions
- Intellectual property
- Confidentiality
- Termination terms

9. Acceptance & Next Steps

Clear instructions for client to proceed (e.g., sign and return, schedule call, etc).

Authorized Signature (Agency)

Date: _____

Authorized Signature (Client)

Date: _____