

# Request for Proposal Template



(Company Logo/Letterhead)

**Project Name:**

**Company Overview:**

This section should include a summary of your company and what you do. This section should answer more than what is on your about page on your website.

- What does your company do?
- What products or services do you offer?
- What is your target market?
- What are your future goals?

**Point of Contact Information**

- Name
- Phone number
- Email address
- Company's mailing address

**Project Description & Goals**

A brief description that allows a vendor to determine if they would be a good fit for your project.

- What are you looking to accomplish with your project?
- What does your company consider a “win” at the end of the project?

This section can also have different subsets specifically if your project will have multiple initiatives.

- Design: Include any brand standards.
- Programming: Include any technical requirements.
- Digital Marketing: Include all channels and initiatives.



## Agency Selection Timeline

Include all your important project milestones and due dates here. This will ensure all vendors are on the same page about asking questions and submitting their proposals.

- Request for Proposal Submitted: 00/00/0000
- Questions Due: 00/00/0000
- Responses Due: 00/00/0000
- Final Round References Requested: 00/00/0000 (Optional)
- Proposal Selected & Vendor Contacted: 00/00/0000
- Project Kick-Off: 00/00/0000
- Project Launch/Completion: 00/00/0000

## Budget

This section will help vendors determine the right solutions that fit within your budget. This can also be a range rather than a specific number.

## Evaluation Metrics

List here 5-7 criteria factors that will be used to make your decision.

- Experience
- Previous work
- Interviews
- Portfolio or Presentations

## Submission Requirements

Let vendors know how they should submit their proposals. If you are requesting a printed proposal, say how many you will need. If you're requesting an emailed proposal, write down the email addresses that it needs to be sent to.

## Final Thanks

Take a moment to let your vendors know you appreciate their time and look forward to receiving their proposals.