Request for Proposal

[COMPANY NAME], a [DESCRIPTION OF BUSINESS], is in need of [DESCRIPTION OF NEED] and is accepting responses to this Request for Proposal in order to find a qualified agency.

[COMPANY NAME] wishes to engage an agency for a [CONTRACT TERM] with a [X AMOUNT OF DAYS] no-cause cancelation provision. Proposing agencies are asked to certify that they have no conflicts of interest in working with [COMPANY NAME].

Competitors List: [COMPANY, COMPANY, COMPANY, COMPANY]

\*Additional companies may also be considered competitors, and we ask that you email [INSERT EMAIL] with any questions about competitors

All information provided by [YOUR COMPANY] is offered in good faith. Specific items are subject to change at any time based on business circumstances. [COMPANY NAME] does not guarantee that any particular item is without error. [COMPANY NAME] will not be held responsible or liable for use of this information or for any claims asserting therefrom.

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# SECTION I - Background

| COMPANY OVERVIEW | Use this space to tell the agency a little bit about your organization. It can include company size, locations, environment, stakeholders, expansion plans, etc.  Also include company business goals, target audience, target industries, and products/services offered. |
| --- | --- |
| INDUSTRY OVERVIEW | Use this space to lay out information about the current industry. |

| CONTACT INFORMATION | Who is the primary liaison for this particular project? What is the email to which questions should be directed? What are their communication preferences? Also, include information about how/when the agencies will be notified about whether or not they will be moving forward in the process.   | Primary Contact | Secondary Contact | | --- | --- | | Contact First & Last Name | Contact First & Last Name | | Contact Title | Contact Title | | email@businessemail.com | email@businessemail.com | | 404-555-9651 ext. 23 | 404-555-9651 ext. 23 | |  |  | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PROJECT TIMELINE | Outline milestones and/or deadlines. Include any contingencies/foreseeable obstacles that could affect the timeline.   | **Date** | RFP Issued | | --- | --- | | **Date** | RFP Question Period Ends | | **Date** | RFP Submission Deadline | | **Date** | Conduct Agency Evaluations | | **Date** | Evaluation Period Ends | | **Date** | Contract Awarded to Agency | |

# **SECTION** II - Project Information

| PROJECT OVERVIEW | Use this space to tell the agency about the project/initiative.  Include the company’s current state vs. ideal state. Is the project more goal-oriented (*tied to a KPI*) or is it more purpose-driven (*we need to rebrand*)?  Focus on what you want to get out of the project rather than what you think the project will end up looking like. This approach ensures that you won’t restrict the agency’s creativity when they think about how to get to your ideal state. |
| --- | --- |
| PROJECT SCOPE | This section should include elements of the proposal - checklist of detailed requirements.  Include criteria that need to be met in order to achieve successful completion of the project. |
| PROJECT BUDGET | What is the budget range? Be honest, as this helps agencies estimate more accurately and prevents miscommunication down the road. |
| GOALS | Be as specific as possible and identify any KPIs involved.  Goal #1  List the goal here.  Goal #2  List the goal here. |
| DESIRED PARTNERSHIP | Use this space to detail the role you would like your agency partner to play. Do you want them to play a strategic role or an executional role? What does your ideal agency partner look like? Are you looking for an all-in-one agency, open to partnerships between different shops, or a group of specialists? |

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# SECTION III

## Agency Information & Response

| AGENCY OVERVIEW | Agency Name:  Ask for any details you feel are relevant (year of incorporation, number of employees, number of clients, list of relevant key clients, partners, etc.)  Agency Capabilities:  Markets Served: |
| --- | --- |
| RELEVANT EXPERIENCE | List relevant experience here. |
| REFERENCES | Detail how many/what kind of client references you wish to have for agency respondents.   | Reference #1 | Reference #2 | | --- | --- | | Contact First & Last Name | Contact First & Last Name | | Company Name | Company Name | | email@businessemail.com | email@businessemail.com | | 404-555-9651 ext. 23 | 404-555-9651 ext. 23 |   Reference #3  Contact First & Last Name  Company Name  email@businessemail.com  404-555-9651 ext. 23 |
| ESTIMATED BUDGET / RESOURCES REQUIRED | Agency should outline the compensation model they expect that could include:   * Monthly retainer * Fixed project pricing * Time & materials * Estimated travel expenses * Any other resources required |

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# SECTION IV

## Additional Notes

Is there anything else you would like to include in this RFP? Do that here!

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# SECTION V

## Other Resources

GUIDE | [Everything You Need to Know about RFPs](https://www.agencysparks.com/rfp?utm_source=RFP%20template)

GUIDE | [The Complete Guide to Finding a Marketing Agency](https://www.agencysparks.com/finding-selecting-a-marketing-agency/?utm_source=RFP%20template)

BLOG | [Alternatives to the RFP Process](https://www.agencysparks.com/blog/alternatives-to-the-rfp-process?utm_source=RFP%20template)

BLOG | [Do’s and Don’ts of the RFP Process](https://www.agencysparks.com/blog/the-dos-and-donts-of-the-rfp-process?utm_source=RFP%20template)

BLOG | [The Five Marketing Agency Compensation Models](https://www.agencysparks.com/blog/the-five-marketing-agency-compensation-models-for-brands?utm_source=RFP%20template)

TEMPLATE | [Budgeting Template](https://www.agencysparks.com/free-marketing-budget-template/?utm_source=RFP%20template)

TEMPLATE | [Marketing Brief Template](https://www.agencysparks.com/marketingbrieftemplate?utm_source=RFP%20template)