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Request for Proposal Checklist

The checklists below detail what brands should provide to agencies in an RFP. As you create the RFP, use this checklist to guide the process.

1 RFP: COMPANY OVERVIEW

Check each line-item as you establish/define it in your RFP.

Project type	RFP schedule
Confidentiality terms	Decision criteria
Response deadline	Budget
Points-of-contact	Elevator pitch/boilerplate
Relevant recent events	Competitors

2 RFP: PROJECT SUMMARY

Check off each line-item as you establish/define it in your RFP.

Project goals	Stakeholders
Business Requirements	Target market/Audience
Creative Requirements	Timeline
Functional Requirements	Communication expectations
Must-haves vs. May-haves clearly defined	

NOTES

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