

Proposal for Services to



(Company Logo)

Prepared by

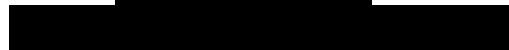


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EXECUTIVE SUMMARY

██████████ is pleased to present ██████████ (hereafter referred to as ██████████) with this business proposal for an ongoing human resources consulting project. We understand the dynamics of the entertainment market that ██████████ faces, in light of the current economic market, and recognize the unique opportunity to turn an otherwise stagnant industry into one of growth and prosperity. We believe that we are solely positioned to successfully support this endeavor.

Having duly examined your situation, we are confident that our proposed services will effectively address your needs. Our distinctive abilities and our successful track record in marketing makes us an invaluable partner in the entertainment industry. We look forward to forming a mutually rewarding relationship with ██████████.

COMPANY BACKGROUND

Founded in 1998 by ██████████, ██████████ (<http://██████████>), formerly known as ██████████, provides marketing services with real world expertise in the business-to-business marketplace. Coordinating inimitable talents in specific opportunities, ██████████ is also known for its proactive approach to marketing techniques, specializing in telemarketing for appointment setting and lead generation. ██████████ currently serves customers in the Sydney, Australia area.

IDENTIFICATION OF NEEDS AND OPPORTUNITY

██████████ Needs

It became immediately apparent to our team what the needs and general requirements of ██████████ are:

1. Convince your client to eliminate the "middle man" in the entire marketing process - the highly compensated PR rep your direct client is using for bookings, ticket sales, and the like. Instead, introduce *yourself* (and our team) as their top marketing strategists and PR consultants with minimal cost.
2. Establish a relationship with the promoters of your clients. With the liaison eliminated, you are at liberty to create a beneficial relationship with your clients, one that their competitors lack. Rather than spending revenue and resources to woo advertising executives, they will quickly learn that service is already included as a part of your affiliation with them.
3. Ultimately, achieve the top position as the premier entertainment crewing service in Australia, and maintain that position.

The Opportunity

██████████ has the opportunity to become the undisputed leader in the entertainment crewing industry. Achieving and maintaining that status requires proactive management, marketing, and advertising skills. When successfully accomplished, our strategy can yield a significant return on your investment. Industry trends, most notably the declining value of the dollar, have shaped our proposed strategy as described above. ██████████ will be instrumental in helping ██████████ reach a new market, address its needs and stave off the threat of direct marketing competition.

PROJECT SCOPE

██████████ will strive to develop a marketing program which includes sales promotions and media advertising, suited directly to your needs. ██████████ will provide reports, opinions, and advice regarding the marketing of ██████████ services for the purpose of enhancing their acceptance in the industry. Proactively supplying continual public relations services will prove to give ██████████ a distinct advantage over their closest competitors, both now and in the foreseeable future.

TEAM

██████████

The daily operations of the project will be overseen by ██████████. ██████████ is a multi-disciplined management professional and entrepreneur. He has worked in a number of organizations as a marketing manager, an advertising coordinator, and business development manager.

██████████'s experience has been primarily in business development, managing and developing people and creating driving, visionary, incentive-based outcomes - and motivating people to buy in on ideas and potential opportunities.

██████████ will be in charge of managing the work done by the following persons:

██████████

Owner-Consultant, ██████████

Inbound Marketing and Social Media Strategist

██████████ started her career in Information Technology. She worked internationally and has been professionally recognized for increasing sales and market share, developing a positive company image and improving team performance. ██████████ has built a knowledge bank of practical information that will take any company from a place of stagnation, into movement and then on to a positive online social presence.

Director, [REDACTED]

Business Development Manager and PR Consultant

[REDACTED] specializes in sourcing and providing finance for educational purposes, predominantly wealth creation and personal development. [REDACTED] is creative in her ideas and dramatically improves results. Her focused, service-driven, and disciplined methodology results in successes in her every endeavor.

COMPETITIVE ADVANTAGES

The following recommendations prove the competitive advantages that differentiate [REDACTED] from other providers:

“[REDACTED] is a dedicated focused person who is very passionate about business and a win-win for all concerned. He does his research and due diligence for each assignment. I've known [REDACTED] to work after hours and he tends to go the extra mile to achieve results. A deep thinker and strategist, someone who can quickly ascertain what is required and provide a solution. Very enthusiastic!”

Director, [REDACTED]

“We needed an out-of-the-box marketing strategy and I had the good fortune to get to know [REDACTED]. He is the consummate 'creative' in all things written. Working with [REDACTED] is an experience you won't forget -- and you will wonder how you ever managed without him.”

MD, [REDACTED]

BUDGET

Based on our analysis of your needs and the nature of our proposed solution, the initial retainer funds required are estimated to be \$[REDACTED].00. All equipment, production and general costs (e.g., travel expenses), and man-hours used to complete this project will be billed separately. This proposal provides an estimate of total initial costs only. All amounts exceeding this quotation are subject to the approval of [REDACTED].

CONCLUSION

██████████ is confident that our proposed marketing strategy will increase revenue for ██████████. We sincerely hope that ██████████ will consider us as a long-term partner and allow us to enter into a mutually beneficial relationship. We are available to answer any questions you may have and look forward to discussing this opportunity further.

After reviewing this document, the following steps should be performed in order to come to a final agreement.

- Submission of questions/suggestions
- Counter proposal or approval by ██████████
- Negotiation of fees, terms, clauses, and conditions

We declare this offer to be binding and free of errors or omissions. Due diligence has been performed in order to ensure compliance with your requirements and particular situation. We agree to hold our proposal open for acceptance for a period not to exceed 60 days.

Thank you for your interest and consideration.

Sincerely,

██████████