

Ms. Jane Client  
Senior Manager  
The Client Company  
1234 Any Road  
Any City, CA 12345

May 30, 1999

Dear Jane,

Thank you for requesting a proposal from Your Company for the Boilerplate project.

It was nice meeting with you. We are very excited about the opportunity to establish a relationship with The Client Company. The user interface design for this particular project presents an interesting creative challenge and we are anxious to get started.

Attached is an estimated budget for the project components we discussed. This budget includes... does not include... [any info regarding budget issues].

Also included is a rough timeline, based upon the timeframe you mentioned. We are confident that we can meet the deadlines listed.

Together we discussed a number of possibilities for developing a visually-appealing experience that serves to entertain and inform... [summary of ideas discussed in meetings].

We already have a number of ideas that we look forward to reviewing with you. At the same time, we fully understand the importance of working closely with The Client Company team to develop the content appropriately.

We look forward to your response. Please call if you have any questions.

Best regards,

Joe President  
President

# **Client name**

Client name/Project name Proposal/Agreement

Prepared by  
Your Company Name  
30 May 1999

## **Your Company Background**

Your Company is a multimedia ... include a short 1-2 sentence company description

### ***Internet Multimedia Services***

Your Company provides multimedia services for ... our clients include...

### ***Products***

Your Company is the publisher/creator of ...

### ***Publications***

Interviews, articles, books ...

### ***Presentations, Seminars, and Training***

List presentations, lectures, seminars, courses ...

### ***Awards***

List of awards

*Note: Together with a proposal, you may choose to include promotional collateral such as articles, reprints, awards, bios, and demo files from your portfolio. Of course, as a Shockwave developer you may simply suggest that the client visit your Web site to see examples of your work.*

# **The Client Company Boilerplate Project Proposal Agreement**

## ***Introduction***

The Client Company desires to retain Your Company as an independent contractor to develop, in conjunction with the Client Company, ..... Accordingly, The Client Company and Your Company agree to the following:

## ***Project scope, definitions***

In developing the Boilerplate project, Your Company will provide the following deliverables to The Client Company.

### ***Deliverable Number One***

Clearly define deliverable number one.

### ***Deliverable Number Two***

Clearly define deliverable number two.

### ***Deliverable Number Three***

Clearly define deliverable number three....

## Budget

Based on the assumptions, content outline and schedule, the development budget for the Boilerplate project will be as stated below.

### ***Project Management***

Administration / communications / meetings	\$1.00
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### ***Deliverable number one***

Conceptual treatment	
Flowchart & Storyboards	1.00
UI Testing of print based rapid prototype	1.00

### ***Deliverable number two***

Art direction	
Illustration, artwork	1.00
Animation	1.00

### ***Deliverable number three***

Programming	
Testing	1.00
Debugging	1.00

### ***Total Estimate***

### ***Payment schedule***

- \$3.33 due upon execution of this agreement
- \$3.33 due upon delivery of beta software
- Outstanding balance due upon delivery and acceptance of final project.

## Schedule

Based on the assumptions, content outline and budget, the development schedule for the Boilerplate project will be as stated below.

*Note: You may choose to provide a detailed shedule created using project management software. We like to use FastTrack, or In Control, for this. It also may be useful to summarize the following key dates in this format:*

Initial meeting/s	
Design review/s	11/18/96
Design Feedback from client	11/18/96
Sign-off on design	11/18/96
Production reviews (alpha, beta)	11/18/96
Production Feedback from client	11/18/96
Final candidate review	11/18/96
Final approval from client	11/18/96

## **Delays and Changes**

Any delay caused by conditions beyond Your Company's reasonable control may result in delays of the deliverables as indicated. Delays beyond Your Company's control include:

- The inability of The Client Company to comply with reasonable requests from Your Company in a timely fashion. Your Company may require electronic source materials and information from The Client Company personnel in order to produce the deliverables.
- The inability of The Client Company personnel to meet review schedules and submit requests for changes as outlined in the schedule.

Delays beyond Your Company's reasonable control, and/or significant changes in the project scope (requested by The Client Company after acceptance of this agreement) may affect the development timeline and budget. Your Company will inform The Client Company at its earliest opportunity of any anticipated budget increases or delays in the delivery schedule and of the actions being taken to assure completion of the software within a time period acceptable to The Client Company.

## **Assumptions**

- The Client Company will provide Your Company with original artwork, photographs, text, etc. to be incorporated into the project.
- In the event that additional hours beyond the scope of this proposal are required, Your Company will notify The Client Company of additional hours required and hours will be billed at a rate of \$1.00 per hour.

Presented by: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted by: \_\_\_\_\_ Date: \_\_\_\_\_

*\* Please sign and fax this page to 123-123-1234*