**Prepared for:**

[Client First Name] [Client Last Name]

[Client Company]​

**Created by:**

[Sender First Name][Sender Last Name]

[Sender Company]

# Cover Letter

Dear [Client First Name],

Looking good isn't just about your latest launch or achievement, it's about delivering a message to the world about what you've accomplished. With media reaching from print to web and mobile, there's no time like the present to show yourself off to the public.

We want to help you stand out and put your best face forward.

With 10 years under our belt, we've invented and reinvented the way that companies create relationships with the public. We hold contacts at major publications, influential blogs, and a team that's worked in every facet of public relations. From social media marketing and magazine collaboration to special press coverage and print space, we're here to shine a light on your growth and success.

Our friends in the media will soon become your friends in the media, and together, we'll share the message of your company. Let us do the talking while you focus on your business; you're in good hands.

Please see below for the full scope of our public relations proposal. We hope to hear from you soon.

[Sender First Name] [Sender Last Name]

[Sender Company]

Executive Summary

[Client Company] is looking for **media coverage,** a **public relations strategy,** and execution for their upcoming event.

During our time together, we'll work directly with your marketing and social teams to deliver the right key messages in your specific company voice. We'll aim for a completion date of May 12 and can reassess our ongoing services at that time. We'll also provide monthly updates on our progress and go over goals and milestones at that time.

With our extensive experience in event PR, we're looking forward to making this announcement a successful one.

# The Proposal

For this campaign, we will provide **PR strategy** and execution for event.

We'll work with you to craft a distinct message for print and **online media**. We'll also develop three (3) sprints for each stage of the announcement, with a heavy focus on local media and social reach. We'll also work with your marketing team to develop marketing materials (eBooks, landing pages, copywriting, website content and guest blogs) to deliver a consistent message and voice.

Example campaigns can be seen on our website here:

By taking a multi-pronged approach to**PR**, we can hone in on a core message that resonates with your audience while reaching as many media outlets and readers as possible.

# Timeline

|  |  |  |  |
| --- | --- | --- | --- |
| Month | Service | Media types | Success Metrics |
| Ongoing | Social media coverage and targeted campaigns | Social, including relevant guest blogs | Shares, likes, social reach, website traffic |

# About Us

[Sender Company]

[Sender Company] a boutique **public relations firm** dedicated to our clients' success, image and reputation. In the last 12 years that we've worked with individual clients and corporations, we've evolved our PR strategy to not only relay our client's expertise and leadership, but also to take advantage of emerging, cutting-edge trends to reach the most relevant and widest audience possible.

## Our Team

Our group of PR specialists come from a host of different backgrounds, and we work in a collaborative atmosphere that augments our strengths.

|  |  |
| --- | --- |
| Kate SmithType Member A bio... | Jake PaulType Member B bio... |

# Services and Pricing

The following is a list of services we offer and their corresponding prices. We're happy to tailor our specific plan and execution strategy to best fit your needs.

|  |
| --- |
| Campaigns, including press releases, social media and media coverage |
| Damage control |
| Customer testimonials and reviews |
| Media success measurement and analysis |
| Photo selection and editing |
| Media coverage and relationships |
| Copywriting and copyediting |
| Media conference and press announcement event management and coverage |
| Campaign-specific social media  |
| Blog publishing and website updates |

## Pricing

Select payment type:

# Terms and Conditions

The terms and conditions of this proposal are subject to change based on collaboration and discovery with [Client Company] and [Sender Company] and their mutual agreement therein.

By signing below, both parties indicate their acceptance of this proposal and entrance into a contractual agreement.

## Acceptance

|  |  |
| --- | --- |
| [Sender Company]  | [Client Company]  |
| [Sender First Name] [Sender Last Name] | [Client First Name] [Client Last Name]  |