

{Salutation} {First Name} {Last Name}  
{Position}  
{Company}  
{Address 1}  
{Address 2}  
{Town/City}, {County} {Postcode}

{#Date}

Dear {Salutation} {Last Name}

To follow up on our last conversation, I have attached {#Company}'s proposal for handling all future advertising for {Company}. As you will see, our advertising staff has been working full-time on a plan customised for {Company}, which is both aggressive and, we feel, very creative.

Our plan is broken down into three main areas. They are:

- Creative Development Strategies
- Advertising Product "Suites"
- Return on Investment

We here at {#Company} are very confident that we can do the best job possible in presenting your products and are absolutely committed to making our relationship a major success.

I look forward to hearing your thoughts on our proposal, and I'm available at any time to answer any questions or concerns you may have regarding our work on your behalf.

Yours sincerely,

{#Username}  
{#Company}

Encl.