

Marketing / Creative Agency Proposal

Prepared for: [Client name]

Prepared by: [Agency name]

Date: [Date]

1. Campaign Overview

[Describe the campaign goals, channels, and target audience — e.g., "a 3-month paid social campaign on Instagram and TikTok targeting adults 25-40, aimed at driving newsletter signups."]

2. Deliverables

[List exactly what's included — e.g., "12 static ad creatives, 4 short-form videos, a content calendar, and biweekly performance reports."]

3. Timeline

Campaign start: [Start date]. Key milestones: [list, e.g., "Creative delivered: [date].

Campaign live: [date]. Mid-campaign report: [date]."]

4. Fees

Fee Breakdown

Name	Total	
Creative production	\$3,000.00	
Campaign management	\$2,000.00	
Subtotal		\$5,000.00
Total		\$5,000.00

Media spend, if any, is billed separately at cost plus a [Percentage, e.g., 15]% management fee.

5. Usage Rights

Upon full payment, Client receives a license to use the deliverables for [scope, e.g., "the agreed campaign and channels listed above, for 12 months"]. [Agency name] retains ownership of underlying creative tools and templates.

6. Approvals

Client will provide feedback within [Number, e.g., 3] business days of each deliverable to keep the timeline on track.

7. Termination

Either party may terminate with [Number, e.g., 14] days' written notice; Client pays for work and any committed media spend through that date.

8. Governing Law

This agreement is governed by the laws of the State of [State].

Signatures

By signing below, each party agrees to these terms.

[Client name] ("Client")

Signature: _____ Printed name: _____ Date: _____

[Agency name] ("Agency")

Signature: _____ Printed name: _____ Date: _____

This template is a general starting point, not legal advice — customize it and have it reviewed for your situation.