YOUR
LOGO

**COMPANY NAME**

PR AGENCY PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] as your public relations partner. We help brands build credibility, gain media visibility, and manage their reputation through strategic communications.

This proposal outlines how we will support [Client Name] with PR services tailored to your goals and audience.

# Problem or Opportunity

[Client Name] is seeking to enhance brand visibility, manage public perception, or generate earned media coverage through targeted PR campaigns and storytelling.

# Proposed Solution

We propose a full-service PR engagement that includes media relations, messaging, press outreach, and reputation strategy.

Key Benefits:
- Increased media presence and credibility
- Stronger brand authority in your industry
- Proactive reputation and crisis management

# Scope of Work

Our PR services include:

- PR strategy and messaging framework
- Press release creation and distribution
- Media outreach and journalist engagement
- Thought leadership placements and op-eds
- Media monitoring and reporting
- Crisis communications (if applicable)

# Timeline

Estimated timeline for PR planning, outreach, and results tracking:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Strategy & Messaging | Develop positioning and pitch angles | [Start Date] |
| Outreach Campaign | Distribute releases and pitch to media | [Date] |
| Media Monitoring | Track coverage and respond to inquiries | [Date] |
| Reporting & Review | Summarize results and refine strategy | [Completion Date] |

# Pricing

Estimated pricing for PR agency services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| PR Strategy | Messaging and media planning | [Amount] |
| Media Outreach | Press releases, pitching, follow-up | [Amount] |
| Monitoring & Reporting | Coverage tracking and analytics | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a boutique PR agency that combines creativity and strategy to get our clients noticed.

- Experience: [X] years delivering PR across [industries]
- Expertise: Media relations, brand storytelling, crisis response
- Mission: To help brands earn the attention they deserve through impactful communication

# Case Studies / Testimonials

Case Study: [Previous Client Name]

- Project: PR campaign for product launch
- Outcome: 12 earned media placements and 45% increase in brand search traffic

Testimonial:
“[Your Company Name] secured top-tier coverage and gave us a voice in the industry.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: Monthly retainer or project-based fee.
Media Placement Guarantee: While we pitch to top publications, media placements are not guaranteed.
Confidentiality: All client strategies and media relationships remain confidential.

# Acceptance

To proceed with the PR engagement, please sign below.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
Name: [Client’s Printed Name]
Title: [Client’s Title]
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_