YOUR  
LOGO

**COMPANY NAME**

IMMERSIVE THEATER DESIGN PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your immersive theater project. We specialize in conceptualizing and delivering transformative theatrical experiences that engage audiences through multisensory design, spatial storytelling, and interactive performance environments.  
  
This proposal outlines our creative and technical approach for [Client Name]'s immersive theater production.

# Project Objectives

The primary goals are:  
  
- Design and fabricate an immersive physical environment for theatrical performance  
- Integrate lighting, sound, and visual effects into live storytelling  
- Support actor movement and audience participation throughout the space  
- Create a memorable and emotionally impactful experience

# Proposed Services

Our immersive theater design services include:  
  
- Concept development and spatial narrative design  
- Scenic design and fabrication plans  
- Audio-visual integration strategy (lighting, projection, sound)  
- Interactive installation and audience routing planning  
- Production scheduling and onsite supervision  
- Tech rehearsals and performer walkthrough coordination

# Scope of Work

Scope includes:  
  
- Creative direction and narrative mapping of venue or site  
- 3D design and scenic layout documentation  
- Technical coordination of projection mapping, sensors, and control systems  
- Collaboration with performers and choreographers for space flow  
- Fabrication guidance and rehearsal support

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Concept & Narrative Mapping | Creative development and space planning | [Start Date] |
| Design & Documentation | 3D scenic layouts and AV schematics | [Date] |
| Fabrication & Installation | Build and integrate environmental design | [Date] |
| Rehearsals & Final Launch | Tech runs and audience preview | [Completion Date] |

# Pricing

Estimated cost breakdown for immersive theater design services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Creative Direction & Concept Design | Narrative design and spatial storyboarding | [Amount] |
| Scenic Design & AV Planning | 3D layout and technical coordination | [Amount] |
| Fabrication Oversight | Support for building and scenic integration | [Amount] |
| Rehearsal & Launch Support | Technical run-throughs and on-site support | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a multidisciplinary experience design firm with a history of producing award-winning immersive environments across art, entertainment, and live performance.  
  
- Experience: [X] years in immersive installations and theatrical architecture  
- Expertise: Stagecraft, experience design, AV integration, scenic fabrication  
- Mission: To transport audiences into fully-realized worlds where every element tells a story

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Site-specific immersive experience for a historical building  
- Outcome: Sold-out 3-month run and glowing press coverage  
  
Testimonial:  
“[Your Company Name] brought our theatrical vision to life with immersive design that astonished audiences nightly.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone-based invoicing.  
Scope: Includes concept design, documentation, AV coordination, and rehearsal support.  
Client Responsibilities: Provide venue access, technical contacts, and budget approvals.  
Adjustments: Changes in scope, materials, or venue may impact pricing and timeline.

# Acceptance

To approve this Immersive Theater Design Proposal and begin production, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_