YOUR  
LOGO

**COMPANY NAME**

ANIMATION

PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your animation needs. We specialize in producing high-quality 2D and 3D animations that help brands communicate ideas, tell stories, and captivate audiences.  
  
This proposal outlines how we can support [Client Name] with a compelling animation tailored to your objectives.

# Problem or Opportunity

[Client Name] needs an effective way to explain, promote, or visualize concepts that may be complex, abstract, or difficult to communicate with static visuals. Animation offers a dynamic and engaging solution to capture attention and simplify messaging.

# Proposed Solution

We propose developing a custom animation that aligns with your brand, message, and goals. From scripting and storyboarding to animation and delivery, we manage the full production process.  
  
Key Benefits:  
- Visually engaging content that boosts retention  
- Simplifies complex messages  
- Versatile use across platforms (web, social, presentations)

# Scope of Work

Our animation service includes:  
  
- Concept development and creative direction  
- Script writing and voice over coordination  
- Story boarding and visual planning  
- 2D/3D animation production  
- Sound design and post-production editing  
- Final delivery in required formats

# Timeline

Estimated timeline for animation production:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Concept & Script | Creative planning and scripting | [Start Date] |
| Storyboard Approval | Client reviews visual plan | [Date] |
| Animation Production | Motion design and editing | [Date] |
| Final Delivery | Delivery of completed animation | [Completion Date] |

# Pricing

Breakdown of animation production costs:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Script & Voice over | Script writing and voice talent coordination | [Amount] |
| Animation Production | 2D/3D animation and motion graphics | [Amount] |
| Sound Design | Music, effects, and final mastering | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a creative studio with a passion for animation and storytelling. We’ve helped clients across industries bring ideas to life with motion graphics and custom animation.  
  
- Experience: [X] years in animation production  
- Services: 2D, 3D, explained videos, branded content  
- Mission: To create visually stunning, story-driven animations that connect with audiences

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: 90-second product explained animation  
- Outcome: Used in sales and marketing campaigns, increased conversions by 30%  
  
Testimonial:  
“[Your Company Name] captured our vision perfectly. The final animation was impact, on-brand, and delivered on time.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% deposit at project start, 50% upon delivery.  
Revision Policy: Includes up to 2 rounds of revisions.  
Delivery Format: Final animation delivered in MP4, MOV, or other preferred format.

# Acceptance

To approve this animation proposal and begin the project, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_