YOUR  
LOGO

**COMPANY NAME**

PR SERVICES

PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your public relations needs. We provide strategic PR services designed to increase your visibility, manage your reputation, and position your brand as a leader in your industry.  
  
This proposal outlines how we can help [Client Name] build and maintain a positive public image through targeted PR efforts.

# Problem or Opportunity

[Client Name] is looking to raise brand awareness, secure positive media coverage, and enhance credibility with stakeholders. Without a proactive PR strategy, valuable opportunities for earned media and trust-building may be missed.

# Proposed Solution

We propose a comprehensive PR program tailored to your goals, including media outreach, press release distribution, brand messaging, and crisis communication support.  
  
Key Benefits:  
- Positive media exposure and reputation management  
- Increased trust among customers and investors  
- Stronger brand authority and public perception

# Scope of Work

Our PR services include:  
  
- Development of PR strategy and messaging  
- Press release writing and distribution  
- Media outreach and relationship building  
- Pitching to journalists, editors, and influences  
- Monitoring press coverage and reporting  
- Crisis communication planning (if applicable)

# Timeline

Estimated timeline for strategy roll out and key PR activities:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Kickoff & Strategy | Define objectives and messaging | [Start Date] |
| Media List Development | Curate target journalist and outlet list | [Date] |
| Press Release Distribution | Announce news to press | [Date] |
| Ongoing Pitching | Engage media with tailored pitches | [Monthly] |
| Reporting | Coverage summary and performance report | [Monthly] |

# Pricing

Monthly retainer or project-based pricing for PR services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Monthly Cost |
| Strategy & Planning | PR plan, messaging development | [Amount] |
| Media Outreach | Pitching, follow-ups, coordination | [Amount] |
| Content Creation | Press releases, bios, Q&As | [Amount] |
| Monitoring & Reporting | Tracking mentions and reporting | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a full-service communications agency helping businesses craft compelling stories and secure media coverage that matters.  
  
- Experience: [X] years in PR and media relations  
- Network: Strong relationships with national, local, and trade media  
- Mission: To help brands grow through strategic, earned media exposure

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Launch PR campaign for new product line  
- Outcome: Featured in 12 major media outlets, increased brand visibility and traffic  
  
Testimonial:  
“[Your Company Name] got our story into the hands of the right journalists and helped us earn attention we couldn’t buy.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: Monthly retainer billed at the start of each month.  
Media Coverage: Earned placements are not guaranteed, but pursued through strategic outreach.  
Cancellation Policy: 30-day written notice required to terminate agreement.

# Acceptance

To begin working together on your PR strategy, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_