**[](https://www.smartsheet.com/try-it?trp=11936&utm_source=template-word&utm_medium=content&utm_campaign=Advertising+Agency+RFP-word-11936&lpa=Advertising+Agency+RFP+word+11936)A yellow paper bird in the air

Description automatically generatedADVERTISING   
AGENCY RFP TEMPLATE**

SUBMITTED TO   
Client NAME

SUBMITTED by   
sender NAME

DATE SUBMITTED   
00/00/0000

Table of Contents

[1. INTRODUCTION 3](#_Toc145245617)

[2. ABOUT US 3](#_Toc145245618)

[3. SITUATION ANALYSIS 3](#_Toc145245619)

[4. OUR SERVICES 4](#_Toc145245620)

[5. YOUR RESULTS 4](#_Toc145245621)

[6. TIMELINE 5](#_Toc145245622)

[6.1 TIMELINE OVERVIEW 5](#_Toc145245623)

[6.2 ACTIVITIES + DEADLINES 5](#_Toc145245624)

[7. COST INVESTMENT 6](#_Toc145245625)

[7.1 COST OVERVIEW 6](#_Toc145245626)

[7.2 NEEDS / INVESTMENT 6](#_Toc145245627)

[7.3 PAYMENT TERMS 6](#_Toc145245628)

[8. TERMS AND CONDITIONS 7](#_Toc145245629)

**A yellow paper bird on a black background

Description automatically generated**[9. ACCEPTANCE OF PROPOSAL 7](#_Toc145245630)

# INTRODUCTION

|  |
| --- |
|  |

# ABOUT US

|  |
| --- |
|  |

# SITUATION ANALYSIS

|  |
| --- |
|  |

# OUR SERVICES

|  |
| --- |
|  |

# YOUR RESULTS

|  |
| --- |
|  |

# TIMELINE

## TIMELINE OVERVIEW

|  |
| --- |
|  |

## ACTIVITIES + DEADLINES

|  |  |
| --- | --- |
| ACTIVITY | DEADLINE |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

# COST INVESTMENT

## COST OVERVIEW

|  |
| --- |
|  |

## NEEDS / INVESTMENT

|  |  |
| --- | --- |
| NEEDS / INVESTMENT | COST |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| ESTIMATE TOTAL |  |

## PAYMENT TERMS

|  |
| --- |
|  |

# TERMS AND CONDITIONS

|  |
| --- |
|  |

|  |  |
| --- | --- |
| PROPOSAL MAY BE WITHDRAWN IF NOT ACCEPTED BY DATE OF |  |

# ACCEPTANCE OF PROPOSAL

|  |  |
| --- | --- |
| AUTHORIZED CLIENT SIGNATURE | DATE OF ACCEPTANCE |
|  |  |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |