

The graphic design proposal

From: [your agency], [address], [email]

For: Larkin Street Playhouse, a 280-seat nonprofit theater in Providence, Rhode Island

Project: the look and the printed pieces for the 2027 season of six productions

Issued: Monday, November 2, 2026. Valid until: Wednesday, December 2, 2026

1. WHAT YOU TOLD US

1.1 The 2027 season of six productions is announced on Monday, March 1, 2027, and the season brochure reaches subscribers the same week.

1.2 Each show has had its own poster from a different freelancer, so the season doesn't look like one theater's work, and subscribers told your survey they couldn't tell which shows were part of their subscription.

1.3 Your team supplies the text and the production photos. We design the pieces, and we don't write the text or photograph the shows.

2. WHAT WE'LL DO

2.1 Design one season look that every poster, page and banner is built from, so each show can look like itself while the season still looks like Larkin Street.

2.2 Show you the concept route, or both routes under Options B and C, on Friday, December 18, 2026, as printed proofs at poster size.

3. THREE OPTIONS (each one is built from the priced lines in section 4)

Option A, season essentials, \$9,850: lines 4.1 to 4.4.

Option B, season system, \$14,750: everything in Option A plus lines 4.5 to 4.7. This is the option we recommend.

Option C, season and subscribers, \$19,060: everything in Option B plus lines 4.8 to 4.10.

4. THE PRICED LINES

4.1 Season look, one concept route with two revision rounds on it: \$3,400

4.2 Season brochure, 16 pages at \$195 a page: \$3,120

4.3 Six show posters built on one layout, at \$380 each: \$2,280

4.4 Program cover template your team fills in for each show: \$1,050

4.5 A second concept route, shown alongside the first: \$2,300

4.6 Four lobby banners at \$340 each: \$1,360

4.7 Social media kit, the season look in 18 sizes: \$1,240

4.8 Subscriber renewal mailer, one folded sheet: \$1,450

4.9 Six newspaper and online ad sizes at \$210 each: \$1,260

4.10 Layered InDesign and Illustrator files for every piece, so your own team can make new pieces in the season look: \$1,600

Every option includes print-ready PDFs and image files of each piece it contains.

5. ADDING ONE LINE LATER

5.1 Any line in section 4 that isn't in the option you choose can be added at the price shown, at any point before final files, without moving to a bigger option.

5.2 More of a line you've already bought is priced the same way: \$195 per extra brochure page, \$380 per extra poster, \$340 per extra lobby banner and \$210 per extra ad size.

5.3 A revision round beyond the two in 4.1 is \$520.

5.4 Anything not named in section 4 is \$125 an hour, quoted in writing before we start.

6. DATES

6.1 Start: Monday, December 7, 2026, if an option is accepted by December 2.

6.2 Concept review: Friday, December 18, 2026.

6.3 Brochure and mailer files to your printer: Friday, February 12, 2027.

6.4 A line added after Friday, January 15, 2027 is quoted together with its effect on the date in 6.3, before we start it.

7. WHO DECIDES

7.1 [managing director's name], managing director, chooses the option and the route and approves each piece.

7.2 Comments from the board and the artistic director come to us through her, as one reply within three business days.

8. PAYMENT

8.1 Half the option price when you accept, and half when the final files are delivered.

8.2 A line added under section 5 is invoiced with the final payment.

9. NOT INCLUDED

9.1 Printing, writing the text, photographing productions and changes to your website. We're happy to quote any of them separately.

10. ACCEPTANCE

Option chosen: _____ Accepted by: _____ Date: _____