The project proposal

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

For: Larchfield Clay Works, a pottery school in Madison, Wisconsin, running about forty classes a term from two buildings

Project: a new website with class pages and online class registration

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

1. WHAT YOU TOLD US

1.1 Registration for the summer term opens on Monday, April 12, 2027, and the new site has to be live before then.

1.2 You run registration on software you already pay for and want to keep, so the class pages on the new site should show dates and open seats from it.

1.3 Most of the current text can be reused, but nobody has counted the pages yet, which is why the text work in 4.5 is an estimate.

1.4 You have several years of class photos of mixed quality, and you'd like the best of them on the new site.

2. WHAT YOU RECEIVE

2.1 A sitemap and content plan covering every page on the new site.

2.2 Six page designs: home, class listing, class page, teacher page, about and visit, and a general text page.

2.3 The finished site, with class pages that show dates and open seats from your registration software and send visitors there to book.

2.4 Your existing text moved onto the new pages, and a set of edited photos chosen from your archive.

2.5 Testing on current phones and browsers, the launch, and 30 days of fixes after launch.

3. HOW TO READ THE FEES

Every fee in section 4 carries one of three labels, and the label tells you whether that number can move.

3.1 FIXED: the price stays as printed unless you approve a change under section 7.

3.2 ESTIMATE: billed on what is actually used, at the rate shown, and never above the ceiling without your written approval. If the work comes in under the estimate, you pay the lower amount.

3.3 AT COST: billed at the supplier's price with the receipt attached and no markup. Nothing over $150 is bought without your approval of that item.

3.4 When an ESTIMATE line reaches 80% of its ceiling, we tell you in writing what has been used, what we expect the rest to take and whether it will fit, before we carry on.

4. FEES

4.1 FIXED. Discovery, sitemap and content plan: $3,200.

4.2 FIXED. Six page designs at $1,900 each, with two rounds of changes on each: $11,400.

4.3 FIXED. Build, including the class pages connected to your registration software: $5,600.

4.4 FIXED. Testing, launch and 30 days of fixes: $1,800.

4.5 ESTIMATE. Moving your existing text onto the new site, estimated at 30 to 38 pages at $85 a page. Ceiling: $3,230.

4.6 ESTIMATE. Choosing and editing photos from your archive, estimated at 10 to 14 hours at $125 an hour. Ceiling: $1,750.

4.7 AT COST. Font licenses and any stock photos, expected to come to about $300.

4.8 Fixed total: $22,000. The most you can pay for 4.1 to 4.6 without approving a change: $26,980, plus 4.7 at cost.

5. DATES

5.1 Work starts on Monday, January 11, 2027 if you accept this proposal by Friday, December 18, 2026.

5.2 Your text and photo archive reach us by Monday, February 1, 2027. If they arrive later, the launch moves by the same number of days.

5.3 Page designs approved by Friday, February 19, 2027.

5.4 Launch on Friday, March 26, 2027, a little over two weeks before registration opens.

6. EXTRAS, PRICED BEFORE YOU ASK

6.1 Another page design: $1,900.

6.2 Another page of text beyond the ceiling in 4.5: $85.

6.3 Another hour of photo editing beyond the ceiling in 4.6: $125.

6.4 A third round of changes on a page design: $640.

6.5 Changes to the registration connection after the build is approved: $125 an hour, estimated in writing first.

6.6 Anything not named here: $125 an hour, quoted in writing before we start.

7. CHANGES

7.1 Any request outside section 2 is written up with its price, its label from section 3 and what it does to the dates, and nothing starts until the person in section 8 approves it.

7.2 Raising the ceiling on an ESTIMATE line counts as a change and is approved the same way.

8. WHO DECIDES

8.1 [name], director, accepts this proposal, approves each page design and approves any change or raised ceiling.

8.2 Notes on each design come as one list from that person, with everyone else's comments gathered into it.

9. PAYMENT

9.1 $7,700 on acceptance.

9.2 $7,700 when the page designs are approved.

9.3 $6,600 at launch.

9.4 ESTIMATE and AT COST lines are invoiced at the end of each month, with the page count, the hours or the receipts attached.

9.5 Every invoice is due within 14 days.

10. NOT INCLUDED

10.1 Your registration software subscription, which stays in your name and on your card.

10.2 New photography, new copywriting, translation, and hosting or care after the 30 days in 2.5. We're happy to quote any of them separately.

11. ACCEPTANCE

Accepted by: _____ Date: _____