The proposal letter

[Your agency], [address], [email], [phone]

Tuesday, July 13, 2027

Nora Ostrander
Ostrander Orchard
[address], Ghent, New York

Dear Nora,

Thank you for the walk around the orchard on Thursday. This letter sets out what we'll build before picking opens on Saturday, September 4, what it costs and how to get started. If it matches what we talked about, sign at the bottom or reply to say you accept it.

1. WHAT WE'LL DO

1.1 A picking-day booking page on your website, where visitors choose a date and a two-hour arrival window and pay for their tickets through your existing ticketing account.

1.2 A fall events page for the cider pressing weekends and the pumpkin field, with dates, prices and directions.

1.3 Two emails to your mailing list, one announcing the booking page and one the week before picking opens.

2. PRICE: $4,500

2.1 Booking page design, with one round of changes: 8 hours, $1,000

2.2 Booking page build, connected to your ticketing account: 14 hours, $1,750

2.3 Fall events page: 6 hours, $750

2.4 Two mailing-list emails, written and set up: 5 hours, $625

2.5 Testing and launch: 3 hours, $375

Total: 36 hours at $125 an hour, $4,500

3. DATES AND WHAT WE NEED FROM YOU

3.1 We start on Monday, August 2, 2027, and the pages go live on Friday, August 27, 2027.

3.2 By Monday, August 2, please send login access to your ticketing account, this year's ticket prices and the picking days you plan to open.

3.3 By Friday, August 13, please send photos of the orchard and the farm store for the two pages.

3.4 You, Nora, approve the designs, the wording and any changes for Ostrander Orchard.

4. NOT INCLUDED

4.1 Changes to the rest of your website, and any fees your ticketing provider charges.

4.2 Photography, and printed signs or flyers for the farm store.

4.3 Updating the pages after launch, which we can price separately for the season.

Template from Docket — https://scopedocket.com/blog/proposal-letter-template

5. IF YOU WANT SOMETHING ADDED

5.1 Anything not described in this letter is priced at $125 an hour before we start it.

5.2 We send you the price and say whether it moves the launch date, and we begin once you reply to approve it.

6. PAYMENT

6.1 $2,250 when you accept this letter, and $2,250 when the pages go live.

6.2 Approved additions are added to the launch invoice. Each invoice is due 15 days from its date.

7. HOW LONG THIS OFFER HOLDS

7.1 This price and these dates hold if you accept by Friday, July 30, 2027, for a start on Monday, August 2.

7.2 After that, we'll price the same hours again at our rate on the day you accept, with new dates.

Sincerely,
[Name], [agency]

Accepted for Ostrander Orchard: _____ Date: _____