

# PROPOSAL

Prepared by **Northwind Creative Studio**  
For **Summit Trail Outfitters**  
Website redesign and seasonal campaign launch

<b>Issue Date</b>	
PROPOSAL	The proposal was issued on March 29, 2026.
Proposal	PROPOSAL 2026 118
<b>Issue Date</b>	<b>March 29, 2026</b>
Valid Until	<b>April 19, 2026</b>
Submitted By	<b>Northwind Creative</b>

## Website Redesign and Campaign Proposal

Northwind Creative Studio is pleased to present this proposal to Summit Trail Outfitters for a strategic website redesign, updated brand visual identity, and seasonal campaign launch. This document is intended as a polished sample and does not contain any confidential information or extraction examples.

<b>Acceptance Due</b>	
Client approval is due by April 19, 2026.	

**Proposal Acceptance Due: April 19, 2026**

**PREPARED FOR**  
**Summit Trail Outfitters**  
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Bend, OR 97701  
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**PREPARED BY**  
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## EXECUTIVE SUMMARY

This proposal outlines a twelve-week engagement to modernize Summit Trail Outfitters' ecommerce presence and launch a coordinated digital campaign ahead of the summer retail season. The work includes creative direction, UX design, front-end implementation, campaign assets, and launch support.

## SCOPE OF WORK

WORKSTREAM	DESCRIPTION	FEE
Discovery & Strategy	Stakeholder interviews, site audit, analytics review, and content planning.	\$6,500
Design & UX	Homepage redesign, product page templates, mobile optimization, and design system refresh.	\$14,000
Development	Front-end implementation, QA testing, CMS integration, and launch preparation.	\$18,500
Campaign Assets	Email graphics, social launch kit, paid media creative, and campaign landing pages.	\$7,000

## COMMERCIAL TERMS

Total Project Fee: \$46,000

### Deposit Timing

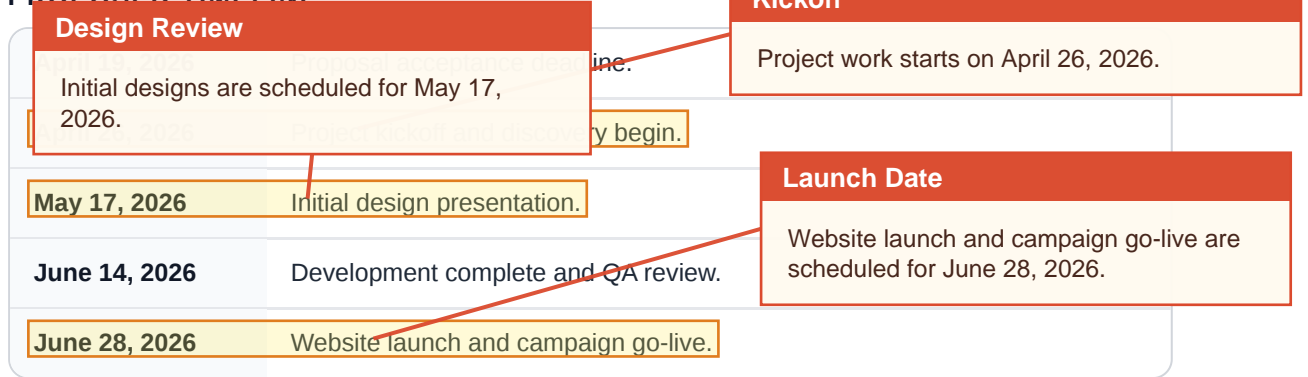
The initial 30% payment is due within 7 days after acceptance.

**Deposit:** 30% due within 7 days of proposal acceptance.

**Remaining Balance:** Billed in two milestone installments at design approval and launch readiness.

**Proposal Due Date:** To secure the proposed schedule and pricing, this proposal must be accepted no later than **April 19, 2026**.

## PROPOSED TIMELINE



## ACCEPTANCE

If this proposal meets your approval, please sign below and return a countersigned copy by the stated due date. Pricing and scheduling are based on acceptance by **April 19, 2026**.

### CLIENT APPROVAL

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### PROVIDER

Northwind Creative Studio

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_