

PROPOSAL

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

PROPOSAL DETAILS

Proposal No.	PROP-2026-118
Issue Date	March 29, 2026
Valid Until	April 19, 2026
Submitted By	Northwind Creative

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 visuals, and a spring campaign launch package. This document is intended as a polished sample proposal for review workflows and deadline extraction examples.

Proposal Acceptance Due: April 19, 2026

PREPARED FOR

Summit Trail Outfitters

Attn: Megan Hart, Director of Marketing
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PREPARED BY

Northwind Creative Studio

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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: 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

April 19, 2026	Proposal acceptance deadline.
April 26, 2026	Project kickoff and discovery begin.
May 17, 2026	Initial design presentation.
June 14, 2026	Development complete and QA review.
June 28, 2026	Website launch and campaign go-live.

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: _____

Sample fictional proposal for demo purposes.

Designed as a clean base PDF with a visible due date.