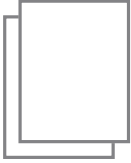


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**Annex IV:  
Example of a  
solicitation letter  
for a request  
for proposals**



Madam/Sir  
Agency  
Address  
City, Quebec Postal Code

Subject: Request for proposals

About your organization

Briefly describe (in one or two paragraphs) the nature of your company or organization.

The mandate

Briefly describe the mandate for which you are issuing a request for proposals along with the allocated budget. If possible, state how the costs will be divided into professional fees, production fees, media, and so on.

The campaign

Describe, if applicable, the nature and scope of the campaign for which the agency will submit their offer of services and the context in which it falls.

Services required

Describe the nature of the basic services required from the agency. For each of the services listed, you can indicate, if applicable, if they are “Essential,” “An Asset,” or “Optional.”