**Tourism 12- tourist in your own hometown- business letter proposal information**

**Structure of the letter- tips and steps**

* A proposal letter provides the reader with basic information about what is to follow in the formal proposal. It is generally written in a short-letter format, of 1-2 pages length.
* Key to a successful proposal letter is clear concise writing with well thought out presentation of the proposed products, benefits and costs.
* You should write the necessary points in brief to avoid lengthy letter. If your proposal letter is too long, it will not attract the readers effectively and it will not convince them to accept your proposal.
* Remember that business proposal letters should be concise and no longer than a page or two. The writing style should be professional but conversational, and all contact information should be clearly visible to the recipient.
* Make sure the central theme of your letter is focused on the business. Be sure to understand what the prospect needs for his business.
* Describe the project in a way to convince the business that it will be beneficial to them. Try to keep brief and appealing. Don’t emphasize on the problems, talk about solutions. Cover those benefits in detail, as well as implementation strategy, expected expenses, etc.
* Include visual elements in your document. With the help of logos, graphics, charts, tables and other elements you can greatly enhance the visual appeal of your document and make it easier for many people to read and comprehend. (ie. Attach mock ups)
* Your proposal should not only be credible and appealing but free from all types of errors as well. So be careful about checking for typing, spelling and grammatical errors.
* Be clear in your proposal when you are going to follow up. The call to action is a vital part of every proposal.

Format of the letter

All margins should line up on the left hand side. Your name and address should go first. Skip a space. Put the date. Skip a space. Put the business name and address. Skip a space. Put your greeting. (ie. Dear Sir or Madam,) Skip a space. Start first paragraph. Do not indent your paragraphs. After each paragraph skip a space. At the end skip two spaces and write your closing. (ie. Sincerely, ) Skip two spaces and draw a line for a signature. Skip one space and type your name.

In the first paragraph, clearly identify who you are and who you represent. Get to the point right away and let them know why you are writing but in a concise way. Identify your goal in writing the letter.

In the next paragraph, summarize the proposal you have in mind. (ie. What is the concept? How will it work?) Make sure you do this well, but as briefly as possible. Provide your background details in brief. This will help them understand how your proposal will be beneficial for their business.

The next paragraph should explain why participating in this proposal would be good for their business. (ie. What are the benefits?)Share any insight you have into the tourism market and how your proposal (tourist in your own hometown concept) will be the good for their business and worth their investment of time and money.

\*The following paragraph should explain more about the specifics, in terms of what would be expected from the business owner, and what they would receive in return. One possible way to do this would be in a list format. Think of problems this concept could help alleviate. Also think of benefits this project will offer to the business in terms of advertising, promotion, building recognition, additional customers etc. This could be done in a list format. You can mention what advantages this project can provide to them and how.

The final section should ask for a meeting with the business owner and an indication of interest. It should also ask for a reply. In addition, it should thank the owner for their time and indicate looking forward to working with them on the project.

\*You may find it easier to provide an attachment of how the tourist in your own hometown project would work, rather than include the specific details in the letter. If you do this, mention that the specifics about the program are provided on the attachment.

**Business Proposal Letter Examples-**

**These are just to give you an idea of what to do. Your letter will require more details and information. If you wish you can write a letter like this and an explanation of the Tourist in your own hometown on an attachment to the letter in terms of what it is, how it would work, and the benefits.**

Dear Mrs. Giacomo:

Congratulations on being the top-rated pizza and pasta restaurant in the state. I noticed that your restaurant has received the "Best of the State" award for the third year in a row. You obviously understand that great taste and great service are the keys to success. My company, 123 Inc., is seeking to partner with an outstanding company like yours to provide the food and concessions for our annual breast cancer awareness walk-a-thon.

The walk-a-thon is entering its 10th year, and with more than 2,500 participants and supporters, it is one of the largest fundraisers in the city. For a modest concessions rights fee, your restaurant can be one of only four concessionaires serving the needs of attendees. Past concessionaires report outstanding sales and numerous public relations opportunities. It's a fantastic way to bring excellent food to loyal customers and introduce your restaurant to potential new clients.

I've enclosed a brochure on concession fees, which also contains testimonials from past concessionaires. I'll call you next week to discuss any details and answer any questions you might have after reviewing the information.

Sincerely,
Nora Larson

Dear Minister,

I am the lead designer for Web Design, LLC. Our company specializes in creating an inexpensive Web presence for churches and other non-profit organizations. I am a member of First Church in Everydayville. My pastor, John Christian, mentioned that you are looking for a way to expand your Outreach. In today's world, the Internet is an excellent way for your church to expand its Mission programs as well as giving your staff and membership an alternate method of communication and an easy source of information on upcoming events.

My company has built Web sites for Second Church and Other Denomination in Otherville. Our hosting company has a strong reputation for reliability and security. We also provide an easy to use Dashboard for maintenance purposes. Once the site is up and running, we will train you or your representative on how to update the site as part of our service. A basic site with five pages of information will cost around $200 and take approximately 30 days from inception to go live. The annual fee for the hosting is only $35.

I realize you must discuss this proposal with your board members. Please put the matter before them at the next meeting and contact me with their decision.

Sincerely,

Ann Webmaster