

Of course. Here is the refined letter, enhanced for a professional, polished tone using the requested Markdown formatting for improved structure and clarity.

[AI International Letterhead/Logo]

[Date]

Mahesh Skyline Media [Skyline Media's Address] [City, State, Zip Code]

Subject: Proposal for a Professional Services Partnership

Dear Mahesh,

Following our recent, *highly productive* conversations, we at AI International are excited to formally propose a professional services partnership with Skyline Media. We are confident that your agency's **demonstrated expertise in digital marketing** is the ideal match to help us achieve our strategic goals.

This letter outlines the proposed terms of our engagement.

1. Term of Engagement

We propose an initial partnership term of **twelve (12) months**.

- **Start Date:** October 15, 2025
- **End Date:** October 14, 2026

This agreement may be renewed or extended upon *mutual written consent* at least thirty (30) days prior to the end date.

2. Scope of Work

As our digital marketing partner, Skyline Media will be responsible for the following core services:

- **Strategic Search Engine Optimization (SEO):** Proactively optimizing our digital assets to *measurably improve* organic search rankings and increase online visibility.
- **Custom Ad Creative & Design:** Developing compelling, bespoke ad creative for our paid media campaigns, tailored to resonate with our target audience across key platforms.
- **Performance Analytics & Reporting:** Delivering a comprehensive monthly report that details campaign performance, analyzes key metrics, and provides **actionable insights** for continuous improvement.

3. Compensation

For the services outlined above, AI International agrees to a **fixed monthly retainer of \$1,500 USD**. Invoices are to be submitted on the first of each month, with payment due on a *Net 30* basis.

4. Next Steps

We are incredibly enthusiastic about the potential of this partnership and are eager to begin. To move forward, please follow these steps:

- 1. Review and Sign:** Have an authorized representative sign the acceptance section below.
- 2. Return Proposal:** Please return a signed digital copy to us by **September 30, 2025**.

Once we receive the signed proposal, we will immediately schedule a **project kickoff meeting** and provide a more detailed Master Services Agreement (MSA) for your final review.

We look forward to building a successful and mutually beneficial relationship with your team.

Sincerely,

[Your Name] [Your Title] **AI International** Email: AilInternational@local.com Phone: 810-224-4713

Acceptance of Proposal

By signing below, the undersigned, on behalf of Skyline Media, acknowledges and agrees to the terms outlined in this Professional Services Proposal.

For Skyline Media:

Signature: _____

Printed Name: _____

Title: _____

Date: _____