[Company Name]

(Date)

North Sport Service

1100 Circle 75 Pkwy.

Atlanta, GA 30339

To Whom It May Concern:

**INTRODUCTION (5 pts)**

*(Here you will write who you are, and your interest in being a vendor outside the new Braves stadium.)*

*(Explain what product you wish to sell and your unique marketing strategy giveaway.)*

**MARKETING STRATEGY DETAILS (70 pts)**

1. Purpose of the uniqueness of the giveaway **(5 pts)**
2. Design Options
   1. Photo and explanation of the three koozie options. *(Include details on the materials selected.)* **(15 pts)**
   2. Test Procedure **(10 pts)** *(Detailed procedure that can used to replicate the tests.)*
   3. Test Results **(10 pts)** *(Data table and graph with proper headings.)*
   4. Explanation of test results *(From a heat transfer perspective.)* **(25 pts)**
   5. Koozie Recommendation **(5 pts)** *(Which one and why? Use your data to support the recommendation.)*

**BENEFITS (10 pts)**

*(Convincingly explain why this is a benefit to the customer and the Braves organization.)*

**CLOSING (5 pts)**

*(Here you will write a statement demonstrating your appreciation for the consideration of your application.)*

Sincerely,

**[Your Name/s]**

Also, a part of your grade is the quality of your presentation.

**Product Quality (10 pts)**

* Conventions – Spelling, grammar, etc
* Organization – Proposal submitted in order found on template.
* Readability – Easy to read, font appropriate, no distracting elements
* Appropriate formatting – Removed instructions from proposal template and populated all fields with brackets, [ ], on the proposal with required information.
* Quality appropriate for CTO level audience

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