

RFP Cover Letter Template

1. How to use this document

This document has two templates, two filled-in examples and a checklist. Template A (Section 2) is the cover letter a vendor puts on top of its proposal. Sections 3 and 4 show it filled in for a software implementation and an IT services contract. Template B (Section 5) is for buyers: the letter or email that invites vendors to respond to an RFP. Section 6 is the checklist to run before any cover letter is signed.

Replace every [bracketed placeholder], delete any sentence that doesn't apply, and delete all italic guidance before you send.

Read the RFP's submission instructions first. If the RFP says what the cover letter or transmittal letter must contain, who must sign it, or whether it counts toward a page limit, follow the RFP over this template. Some public-sector solicitations list what the transmittal letter must say, such as an acknowledgment of each addendum, and some require a prescribed transmittal form or signed certifications instead of, or as well as, a letter. Requirements vary by agency and by solicitation, so ask the RFP's named contact if anything is unclear.

2. Template A: Vendor proposal cover letter

Length: one page. Write the letter last, once the proposal is final, so every date, figure, name and commitment in it matches the proposal. If it runs over a page, shorten the summary and the three reasons. Keep the commitments, the contact details and the signature.

[Your company letterhead: logo, legal name, street address, phone, website]

[Date of submission]

[Buyer contact's full name, as named in the RFP's submission instructions]

[Title]

[Buyer organization's legal name]

[Street address]

[City, state or region, postal code]

Re: Proposal for [RFP title], RFP no. [number]

Dear [Title and last name of the buyer contact]:

Opening: name the RFP and say what you're submitting.

[Vendor legal name] submits the enclosed proposal in response to [buyer organization]'s [RFP title], RFP no. [number][, issued (date)]. Our proposal is in [number] parts: [e.g. a technical proposal, a price proposal and the required forms], submitted [through your procurement portal / by email to (address) / in (number) hard copies] as the RFP instructs.

Summary: two or three sentences. Restate the buyer's goals in the RFP's own words, then say what you propose and how it meets them. Leave the detail to the executive summary in your proposal.

Your RFP asks for [the buyer's main goal, in the RFP's words] and [a second goal or constraint, e.g. a go-live date or a budget limit]. We propose [the solution: product, services and delivery model], which [how it meets the first goal] and [how it meets the second]. [Optional third sentence: the timeline or approach, and the proposal section that covers it.]

Why us: three reasons that matter for this RFP. Make each one a fact the evaluators can check, and point to the section of the proposal that proves it. Leave out claims any bidder could make, such as "trusted partner" or "committed to quality".

Three points set our proposal apart:

1. **[Reason 1, e.g. relevant experience]**. [A specific fact, e.g. we have implemented (product) for organizations of similar size in (industry), and (number) of them are references in Section (x).]
2. **[Reason 2, e.g. how you meet the hardest requirement]**. [A specific fact, with the proposal section.]
3. **[Reason 3, e.g. team, delivery approach, support model or total cost]**. [A specific fact, with the proposal section.]

Commitments: keep the statements the RFP asks for and use its wording where you can. The validity period must be at least as long as the RFP requires.

This proposal remains valid for [90] days after the proposal due date[, as Section (x) of the RFP requires]. We acknowledge receipt of Addenda [numbers, or delete this sentence if none were issued]. Our proposal complies with the RFP's

requirements and accepts its terms and conditions[, except as stated below]. I am authorized to commit [vendor legal name] to this proposal.

Exceptions: keep one option and delete the other. Never raise an exception for the first time in this letter. List every exception in the section of the proposal the RFP specifies, and use the letter only to point to it.

[Option 1] We take no exceptions to the RFP's requirements or to its terms and conditions.

[Option 2] We take exception to [number] items, each listed with our proposed alternative in Section [x] of our proposal. Our proposal contains no other exceptions.

Point of contact: one person who can answer questions about the proposal quickly. It doesn't have to be the person who signs.

Our point of contact is [contact name], [title]: [email], [phone].

[Optional closing sentence, e.g. We would welcome the chance to show (the solution) at the finalist demonstrations in (month).]

Signature: someone authorized to commit the company to the proposal, its prices and its terms. If the RFP asks for evidence of signing authority, enclose it.

Sincerely,

[Signature]

[Signatory's full name]

[Title]

[Vendor legal name]

[Email], [phone]

Enclosures: [List what you're submitting, e.g. Technical proposal; Price proposal; Required forms]

3. Example A1: Software implementation

A filled-in example of Template A for a CRM software and implementation RFP. The companies, people and details are fictional.

[Example CRM Partners LLC letterhead]

November 13, 2026

[Dana Whitfield]

Procurement Manager

[Example Manufacturing Co.]

[Street address, city, state, postal code]

Re: Proposal for CRM Software and Implementation, RFP no. [EMC-2026-07]

Dear Ms. [Whitfield]:

[Example CRM Partners LLC] submits the enclosed proposal in response to your RFP for CRM Software and Implementation. The technical proposal, price proposal and signed Appendix C forms are uploaded to your supplier portal.

Your RFP asks for one CRM system for sales and customer service, connected to your ERP system and live before April 1, 2027. We propose a cloud CRM for 85 users with a fixed-fee implementation, including the ERP integration and data migration, and go-live on March 15, 2027 (Section 5). Three points set our proposal apart:

1. **A proven integration.** Two references in Section 8 run this CRM with the ERP you use.
2. **No custom development.** Standard features or configuration meet every must-have (Section 4).
3. **Payment on acceptance.** You pay for each milestone only after you accept it (Section 6).

This proposal remains valid for 120 days after the proposal due date, as Section 2.6 of the RFP requires. We acknowledge receipt of Addenda 1 and 2. Our proposal complies with the RFP's requirements and accepts its terms and conditions, except for two items listed with our proposed alternatives in Section 9: the limitation of liability clause and the data return period after termination. Our proposal contains no other exceptions. I am authorized to commit [Example CRM Partners LLC] to this proposal.

Our point of contact is [Sam Okafor], Proposal Manager:
[sam.okafor@example.com], [phone].

Sincerely,

[Signature]

[Jordan Ellis]

Chief Operating Officer

[Example CRM Partners LLC]

Enclosures: Technical proposal; Price proposal; Appendix C signed forms

4. Example A2: IT services contract

A filled-in example of Template A for a managed IT services RFP from a public body. The organizations, people and details are fictional. If a public-sector RFP prescribes its own transmittal form, use that form as the RFP instructs.

[Sample Managed IT Services, Inc. letterhead]

February 2, 2027

[Chris Moreno]

Procurement Officer

[Sample County] Purchasing Division

[Street address, city, state, postal code]

Re: Proposal for Managed IT Services, RFP no. [SC-27-004]

Dear Mr. [Moreno]:

[Sample Managed IT Services, Inc.] submits the enclosed proposal in response to the County's RFP for Managed IT Services, in three volumes (technical, price and required forms) as Section 3 of the RFP specifies.

The County wants one provider for its service desk, endpoint management and network monitoring, with measurable service levels and a handover completed before its current contract ends on June 30, 2027. We propose a managed service covering all three from our [city] service center, measured against the Appendix D service levels, with a transition that runs alongside your current provider until cutover. Three points set our proposal apart:

1. **A planned transition.** Section 4 names our transition manager and gives a week-by-week plan.
2. **Your service levels as written.** We accept the service levels and credits in Appendix D.