

Example 3: Example Letter of Rejecting Bid

Company Name or Letterhead

Address

City, State Zip

Date

Addressee

Address

City, State Zip

Dear Marge,

Thank you for responding so thoroughly and quickly to our video production needs, but I'm afraid I have some disappointing news—the evaluation committee has selected another vendor for the proposed sales training video.

As you may happily know, your reputation is outstanding for such creative design work and timely delivery of similar projects. Our committee, however, was particularly impressed with the winning vendor's proposed additions to the topic agenda and the subject-matter expertise their writers could offer to the project.

I know the proposal took several hours to prepare, and we appreciate your prompt response on our bid request. May we keep you on our list of outstanding producers when the next video project rolls around?

Cordially,