

[Date]

[Recipient Name]

[Recipient Title]

[Company Name]

[Address]

Subject: Outcome of RFP / Beauty Contest for [Project Name]

Dear [Recipient Name],

Thank you for participating in our recent selection process and for the presentation your team delivered on [Date]. We appreciate the time and effort invested in preparing your proposal.

I am writing to inform you that, after careful consideration, we have decided to move forward with another firm for this specific project. This decision was based on our current strategic requirements and was not a reflection of the quality of your firm's capabilities.

We were impressed by [mention one specific strength of their pitch], and we will keep your information on file should a suitable opportunity arise in the future.

Thank you again for your interest in working with [Your Company Name]. We wish you and your team continued success.

Best regards,

[Your Name]

[Your Title]

[Your Company Name]