**APPROVAL LETTER**

**[Today’s Date]**

**Subject:** Proposal needs approval from project manager

**[Company Name]**

**[1234 Street Address]**

**[City, State, Zip]  
[Phone Number]**

**[Email Address]**

Dear Mr. Green,

I am sending this request for your approval of our marketing proposal for our next project. The team and I have created a detailed plan that I’ve attached to this email. Once you approve our proposal, we will get started on the project immediately. You will find this plan to be a comprehensive answer to better engaging our current customers with retargeted advertising. I know you’ve been seeking an answer to how we can generate more return business, and I’m confident that this is our answer. I look forward to your response.

Sincerely,

**[Signature]**

Patricia Gaten

**[Street Address]**

**[City, State, Zip]**

**[Phone Number]**

**[Email Address]**