



Proposal and Brand Suite 2026

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Clear, professional submissions — whether we build them for you or set you up to succeed.

We know proposals add extra work for already busy teams. Some want the whole process off their plate, while others just need the right tools to make submissions easier. That's where we come in.

We see it all the time:

- Proposals pulled together at the last minute
- Documents that look rushed or inconsistent
- Teams stretched thin

Most growing construction firms don't have a proposal team, just a pile of expectations and not enough hands to get it done.



That's why Innova Essential offers flexible support options:

- **Done-for-you proposals** when you need submissions written, designed, and packaged.
- The **Proposal Launch Kit** if you'd rather handle submissions in-house but want branded, professional templates ready to go.
- Optional add-ons like **graphics, photography, and website updates** to round out your client-facing materials.

Wherever you are, we'll meet you there, giving you proposals and documents that reflect the quality of your work, without the extra stress.

Professional proposal and brand support built for teams who already do great work.

We know your world because we've been in it. With 10+ years of experience in construction, AV, and professional services, we've helped teams submit proposals ranging from \$100K to \$64M.

We are not just designers or writers, we are partners who get your industry, your timelines, and your clients. That's why our work is:

- Clear and compliant
- Professionally branded
- Delivered without any handholding

We step in so you can step back. And now:

- Your team stays focused on core work instead of formatting documents.
- Your submissions look professional, consistent, and aligned to evaluation criteria.
- You build trust with evaluators before they even read the numbers.



Results You Can Expect

DONE-FOR-YOU PROPOSAL SUPPORT

- Clear, strategic and criteria aligned writing
- Fully branded and packaged submissions
- Branded resumes, project profiles, and other visual elements
- You'll look as professional on paper as you are on-site
- You don't need a full-time writer
- We will jump in fast and align with your team
- You'll stop dreading proposals
- You will submit polished, persuasive bids on time

How it Works

Review Your Materials

We look at past proposals, resumes, and upcoming RFPs to see where things stand.

Join Your Team

We connect with the right people, ask smart questions, and gather what we need.

Build and Deliver

We write, design, and package your proposal. You review, submit, and move on with confidence.

THEN WE KEEP IT FRESH

We update resumes, project profiles, and templates so every submission stays relevant.

Proposal Launch Kit

A one-time setup that gives you branded templates, resumes, and project profiles to jumpstart your proposal system, and supports other marketing initiatives.

This will create the base for all your proposal submissions going forward, ensuring everything is clean, modern, and branded; but most importantly, has the right information included to be of value to the evaluators.

Included:

- Branded proposal, resume, and profile templates
- 10 resumes + 10 project profiles fully built out and ready for any submission
- All in editable files provided for reuse (in preferred software, i.e. Word, Google Docs., Canva, InDesign, etc.)

PRICING BREAKDOWN

Launch Kit

\$1,875

Additional Built Docs.

\$75/hr.

Proposals done for
you?





Proposal and Brand Suite

We provide full proposal coordination and branded visual content tailored to your team, your projects, and your goals.

Whether you're responding to public-sector RFPs or building internal materials to pitch clients, this suite is designed to ensure you look and sound your best consistently.

- **Unique Submissions** tailored to the RFP evaluation criteria for maximum points
- **Branded Resumes & Project Profiles:** We will continue to build new resumes and project profiles as your team and portfolio expand (templates built in the proposal launch kit)
- **Strategic Collaboration** with your team on resume and project selection to showcase the best-fit experience
- **Custom Proposal Graphics:** Organizational charts, timelines, cover pages, branded templates, and other specialty graphics needed/desired
- **Strategy conversations, consultation, and additional administration** support throughout the process to align with project goals
- **Monthly partnership** options for flexible, ongoing support or hourly options for short term needs

Monthly Proposal & Brand Suite Pricing

Flexible, Usage-Based Support — Invoiced Monthly
Our Proposal & Brand Suite support is built to adapt to your business.

<p><i>Base Tier</i></p> <p>PROPOSALS <i>up to 2</i></p> <p>DESIGN HOURS <i>10</i></p> <p>TOTAL <i>\$1500</i></p>	<p><i>Mid Tier</i></p> <p>PROPOSALS <i>up to 4</i></p> <p>DESIGN HOURS <i>10</i></p> <p>TOTAL <i>\$3000</i></p>	<p><i>Peak Tier</i></p> <p>PROPOSALS <i>up to 6</i></p> <p>DESIGN HOURS <i>10</i></p> <p>TOTAL <i>\$4500</i></p>
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Here's how it works:

- You are enrolled into our base tier package when you decide to move forward with Innova Essential's proposal services, you move into the other tiers based on your actual usage. E.g. 3 Proposals is Mid Tier and some design additional time included.
- If your workload shifts, your plan adjusts with it.
- Design hours are available if the number of proposals within the tier is not used up.

Optional Services

We have additional services that are designed to support your proposal submissions but also serve as foundational marketing and branding for your business. If you are starting out new or simply need a refresh, check these out:

INCLUSIONS		VALUE
5 DAY WEBSITE	<p>Add-on service to quickly create a clean, mobile-friendly, brand-aligned site that builds credibility behind your proposals. Perfect for new teams or outdated sites that no longer reflect your work.</p> <p><i>Includes 4 designed pages, mobile optimization, on brand (with image and content support), best SEO practices, site transfer (you own it), light training overview, and launch!</i></p>	\$1,975
PROJECT PHOTOSHOOT	<p>Professional imagery of your projects or business space that elevates your proposals and portfolio. Our basic package is 1 location and a minimum of 15 professional images (in two file types - for print and for media)</p> <p><i>Travel outside of the Edmonton, AB area will incur additional costs</i></p>	\$600-\$865
GRAPHIC DESIGN SERVICES	<p>We can provide additional graphic design services that are on brand and support your business initiatives: print marketing material, digital marketing material, social graphics, document templates/designs, etc.</p>	<i>Included in the Proposal and Brand Suite or \$75/hour</i>

Testimonials

Innova helps businesses with professional branding, proposal development, graphic design, and commercial photography.

We create the foundational tools you need to show up consistently, communicate clearly, and win more work, without having to hire a full time employee.

For more reviews please view our [Google Listing](#).

“Alex is very knowledgeable. Will get anything you need looked after. Very great at communication and willing to help. Works very hard and strives to give you the best results possible. Positive and very energetic about her profession. I was receiving business on my webpage hours after its launch. A++



“I had the pleasure of working with Alexandria on a very time-sensitive project, and I couldn't be more impressed. She had only two weeks to complete my entire branding package — including a website, flyer, and business card — all of which I needed before my last trip. Despite the tight deadline, she delivered everything on time and exceeded my expectations.



Her professionalism, creativity, and ability to transform ideas into a compelling and engaging website were truly remarkable. She listened carefully to my vision and brought it to life with elegance and precision. I was particularly impressed by her attention to detail and how seamlessly everything came together.

“Alex is amazing!! She is a powerhouse who can do all the things you need done. From website to photos to managing projects. Hire her. You won't regret it!





Hi - I'm Alexandria,

the leader behind Innova Essential. And before this, I co-owned a construction business myself, so I know what it's like to be juggling bids, managing teams, and trying to make things look polished when there's barely time to breathe.

I've lived in the world of estimates, job walks, last-minute RFPs, and long nights, and I've seen how much good work gets overlooked just because the proposal didn't tell the full story.

That's why I built Innova Essential: to be the steady, strategic support construction and service-based teams need without the overhead of hiring in-house.

When we work together, I'm not just your designer or writer. I'm part of your team, someone you can lean on to get it done right, without the runaround.

Through Innova Essential, I've led the design and development of winning proposals for projects ranging from \$100K to \$64M, across sectors such as commercial construction, audio visual integration, and professional services. My ability to quickly adapt to client systems, align with brand standards, and jump in mid-stream has made me a go-to subcontractor for growing teams who need high-quality results without the overhead of full-time hires.

↓ Let's work together.

Core Credentials:

- Architectural Technology
- Diploma in Small Business Management
- Certificate in Interior Design
- 11+ years in Graphic Design
- 5+ years in Audio Visual Industry Proposals
- 5+ years in Commercial Construction Proposals
- 5+ years in Commercial Photography
- Proficient with the full Adobe Suite, Canva, Select AI Tools



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