

Dear [Name],

I want to express my gratitude for the time and effort you put into presenting your proposal to us. We carefully reviewed it and appreciate the insights and innovative ideas you've shared.

After thorough consideration, we have decided not to move forward with this proposal at this time. This decision was not easy to make, as your proposal has many strengths and merits. However, we feel that it does not fully align with our current strategic objectives.

Please know that this decision is not a reflection on your capabilities or the quality of your work. We value the relationship we have with you, and we encourage you to share any future ideas or proposals.

Thank you once again for your hard work and understanding.

Sincerely,

[Your Name]