

[Your Company Letterhead]

[Date]

[Recipient's Name]

[Company Name]

[Company Address]

[City, State, Zip]

Dear [Recipient's Name],

We appreciate the time and effort that [Company Name] dedicated to preparing the proposal for the [Project Name]. After careful consideration, we have decided not to proceed with your bid at this time. This decision was not made lightly, and it in no way reflects a lack of confidence in the quality of your services. The selection process was highly competitive, and we were faced with several excellent proposals. We value the opportunity to learn more about your company and the innovative solutions you offer. Although this particular bid was not successful, we certainly hope to explore future opportunities for collaboration where our goals align more closely.

Thank you once again for your participation and understanding. We wish [Company Name] continued success, and we look forward to the possibility of working together in the future.

Warmest regards,

[Your Name]

[Your Position]

[Your Company Name]

[Contact Information]