Dear Ms. Sarah,

Congratulations! On behalf of ABC Limited, I want to inform you that we have accepted your proposal (Reference ID: X), which was sent by your company XYZ Limited on 5th January 20XX.

Among all the proposals we received after our tender notice, your company seemed most competitive and experienced. In addition, your offers match our intended goals. As you know, we were selling the machines ourselves. The purpose of outsourcing this job, and doing forward integration, is to reach a large number of people and generate maximum sales.

As per our previous correspondences, we will be selecting the advertising company, and the expenses of marketing and advertising will be equally borne by both ABC and XYZ.

The commencing date of the contract would be 1st February 20XX. It would be a rolling contract, as per the willingness of both parties. The initial duration of the contract is two years. A copy of the contract is attached to this letter.

We hope that both companies will mutually benefit from this deal. We will soon contact you and arrange a meeting for further proceedings. If you have any queries, contact us at [X].

We are looking forward to working with you.

Thanks.

Regards,

Craig Jones.