

[Your Name]  
[Your Address]  
[City, State, Zip Code]  
[Email Address]  
[Phone Number]  
[Date]

[Recipient Name]  
[HGTV Network]  
[Recipient Address]  
[City, State, Zip Code]

Dear [Recipient Name],

I am writing to propose a new show for HGTV titled "[Show Title]." This concept centers around [brief description of the show's premise], which I believe aligns perfectly with the interests of HGTV's audience.

The show would feature [explanation of the show's format, including segments, style, and planned episodes]. Our target audience consists of [describe the target demographic], which reflects HGTV's viewership. The unique selling point of "[Show Title]" is [highlight what makes the show different or innovative]. I envision incorporating [mention any relevant partnerships, sponsorships, or unique elements that enhance the proposal].

I have attached a more detailed outline, including potential episodes, key cast members, and a proposed production timeline. I am confident this concept will resonate with viewers and contribute positively to HGTV's programming lineup.

Thank you for considering my proposal. I look forward to the opportunity to discuss "[Show Title]" further.

Warm regards,

[Your Name]  
[Your Title/Business (if applicable)]