**EVENT PROPOSAL TEMPLATE**

|  |  |  |  |
| --- | --- | --- | --- |
| Company Name | |  | Company Logo |
| ABOUT US | Enter info here. | | |
| WHY WE’RE THE RIGHT FIT FOR YOU | Why our services best suit the event | | |
| SERVICES OFFERED | • List service offerings and capabilities here. | | • |
| • | | • |
| • | | • |
| SCOPE OF WORK | What we will accomplish | | |
| PROPOSED TEAM LEADS | Include description of team event experience. Include how relationship will be managed and expectations met and who will provide X type of services, resources, etc. | | |
| COMMITMENT TO QUALITY | Include as much information about performance expectations, etc. | | |
| SPECIAL REQUIREMENTS | Licensing, permits, insurances, etc. | | |
| EVENT SUMMARY | Explain how you will work to bring to life the client’s vision for the event. | | |
| TIME FRAME | Provide timeline of planning stages leading up to event and timeline of event. | | |
| PRICING / PAYMENT | Overview of pricing structure and payment terms | | |

|  |  |
| --- | --- |
| EVENT NAME |  |
| EVENT DATE |  |
| EVENT TIME |  |
| VENUE |  |
| LOCATION |  |
| GUEST COUNT |  |
| THEME |  |
| KEY MESSAGING |  |
| EVENT GOALS |  |

|  |  |
| --- | --- |
| ESTIMATED FEE COSTS | Detail costs per hour for services like project management, venue and supplier sourcing, event set-up, registration and on-site coordination, wrap-up, etc. List cost per hour and number of hours per task. |
| ESTIMATED HARD COSTS | List cost per job details, such as venue rentals, catering, signage, advertisement, giveaways, photographers, A/V, entertainment, staging, etc. |
| ESTIMATED TOTAL |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SIGNATURES | EVENT PLANNERS |  | CLIENT |  |
| **PRINTED NAME** | **PRINTED NAME** |
|  |  |
| **SIGNATURE** | **SIGNATURE** |
|  |  |
| **DATE** | **DATE** |

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