# Event Proposal Template

**Important Note:** Keep your Event Proposal brief. Although this template provides a number of subheadings, you need only provide brief details under each heading.

Put your organisation logo here

## Event Details

|  |  |
| --- | --- |
| **Event Title** |  |
| **Target Group(s)** |  |
| **Proposed by** |  |
| **Hosting Organisation** |  |
| **Event Date(s)** |  |
| **Venue** |  |
| **Amount Requested** |  |

## Event Description

Provide a **BRIEF** description of your event. This section provides the reader with a basic overview of what the event is about. Some events do not need much explaining e.g. a national championship, but other events may be new and innovative and require greater description (e.g. an event that serves a special purpose, or a new format for competition, or combines together different community groups).

Your **BRIEF** description should include:

* An overview of the event (include the number of days/hours over which the event will be held, how many participants are expected, the venue for the event and the most important feature of the event)
* the objectives of the event (examples: “to develop community awareness of . . . .” or “to raise funds for . . . . “ or “to provide access to a higher standard of competition”)
* the benefits of the event to the organisation, the community and other stakeholders (include such things as the financial benefits, development of expertise, increasing community access to participation, improvement of facilities if any, etc)

## Proposed Program

Provide a timetable for the event. It is appreciated that any timetable you provide the reader will likely undergo many adjustments leading up to the event. If the event lasts more than one day, provide a timetable for each day of the event.

The timetable might include:

* arrival times for participants (and officials if any) each day
* start and finish times for event participation each day
* roster of matches or events or components of events
* presentation times
* special announcements or speeches
* arrival and departure of VIPs

## Human Resource

Provide an organisation chart and include an explanation of the organisation chart. The roles of some event personnel may need to be explained.

Example: (this is a demonstration chart only and may have no resemblance to the organisation chart that would be best for your event)

## The Venue

Explain the reasons why your chosen venue will benefit the event. If the facility is quite large or the facility will include many rooms, buildings, tents, courts, pitches, then provide a map to explain the proposed layout.

List aspects of the facility that are important including lighting, rooms, canteen, amenities for spectators, car parking, food serving, shade, play areas for children, etc.

## Equipment Needs

Provide a list of equipment that is needed for the event. Your list should state what items you already have and what items need to be procured.

See also “Equipment Needs Template” on last page of this document.

## Scope of Work

Provide a breakdown of the work from start to finish that lists the main work tasks that must be accomplished. Very importantly you should indicate the timelines for each work task. It is commonplace for an event proposal to provide a Gantt chart to help explain the timelines for work tasks.

Communication strategies

1. Describe the process by which your organisation will promote the event
2. Describe the process by which persons interested in participating will be registered and provided with information
3. Describe the tasks involved in preparing the venue for the event

For assistance on Gantt Charts, go to:

<http://www.leoisaac.com/evt/top099.htm>

## Budget

Prepare a statement of anticipated income and expenditure.

In circumstances where the organisation is applying or has applied for government funding, the anticipated income should include the funding amount but ensure that your income and expenditure statement does not show a profit for the event.

Only include sponsorship in the anticipated income if it has already been negotiated with the sponsor. Plans for events should not be based on overly optimistic financial scenarios.

For assistance on preparing an Event Budget, go to:

Typical Event Costs: <http://www.leoisaac.com/evt/top080.htm>

The Event Budget: <http://www.leoisaac.com/evt/top545.htm>

## Evaluation

Particularly if your event will receive some government funding or commercial sponsorship, your proposal should stipulate the measures that will be used to evaluate the level of success of the event. Measures might include:

* Spectator attendance
* Satisfaction of participants (through surveys conducted)
* Numbers of new recruits
* Testimonials
* Bookings for next year

## Risk Management

Showing that the event organisers have evaluated risks is very important to funding agencies and commercial sponsors.

The following table provides an appropriate format for displaying the assessment of risks that has taken place. This table (referred to as a Risk Register) would be better in a landscape orientation.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Risks identified | Probability | Severity | Priority Rating | Risk Treatment |
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For assistance on how to complete the above table, go to:

<http://www.leoisaac.com/ris/ris008.htm>

You will find many other helpful pages at the above URL.

**Event Equipment Needs Template**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Equipment Description** | **Total Required** | **Ready in stock** | **Present condition** | **Need to borrow** |  | **Need to hire** |  | **Need to purchase** |  |
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