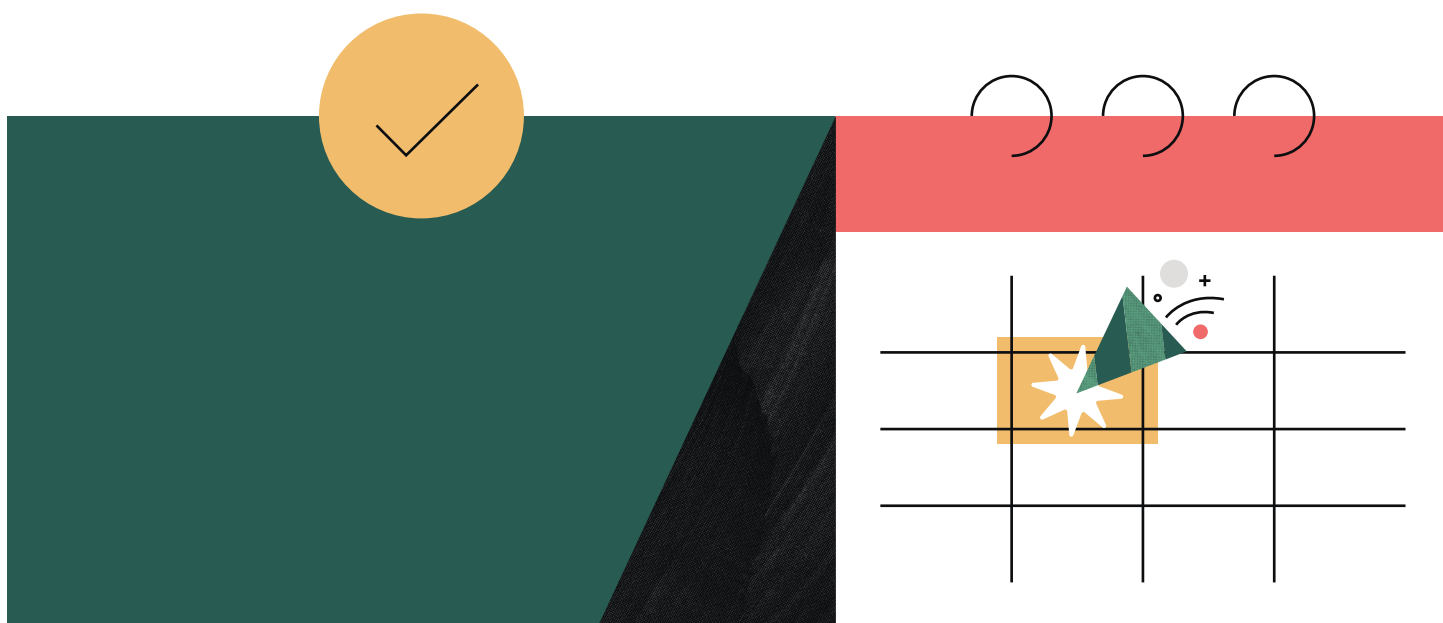


Event proposal template



Company name (if applicable):

Event proposal for (client name):

Event name:

Company logo (if applicable):

Who we are

Introduce yourself and/or your company. Include your experience and qualifications, certifications, scope of work, professional references, business associates, and any key events you have planned similar to the one you're currently proposing. Describe you/your company's mission and what sets you apart from the competition.

Our team

If applicable, introduce the proposed team who will be working on this event. Include their roles, background, experience, and qualifications.

What we offer

Give a brief overview of the types of assistance you offer clients—these do not need to be specific to this event proposal. Provide all event management services you offer in a bulleted list:

Your event

Write an event description that includes the purpose of the event, a general timeframe of the project, potential suppliers and venues, your overall vision, and how you plan to achieve it.

Key details

Present the most important details of the event in an easy way for the client to follow. We suggest using a table:

Event name	
Purpose and goal	
Date and time	
Venue	
Theme	
Number of proposed invitees	

How we'll help

Provide an in-depth view of what services you will provide for the event. Include a timeline of each activity if necessary and organize them in a table or bulleted list.

Service	Start date	Due date

Why choose us

Include visuals of past work similar to the event you’re currently planning, along with client testimonials.

Proposed costs

List the proposed cost of each activity or item you need for your event and the purpose it will serve. Use a table to keep your list organized.

Item	Hourly rate/float fee	Estimated hours/quantity	Price
Subtotal			
Tax			
Total			

Payment schedule

Indicate how much your client owes upon signing the contract and when additional amounts are due leading up to the event.

Amount	Due date

Event policies

List any applicable event policies your client should be aware of before signing the contract.

Contract

Thank the client for the opportunity to present your proposal and describe the next steps in the process—you'll likely need a signature and deposit. Include your terms and conditions for this event, as well as your contact information so the client can get ahold of you.

Signatures

Name	Role	Date