**EVENT PROPOSAL TEMPLATE**

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| --- | --- | --- | --- |
| **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 | | |

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| --- | --- |
| **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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