

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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