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| **Event Proposal** | | | | | | |
| Name of company bidding for an event proposal:  [hereby referred to as Company A] | | |  | | | |
| Name of company which requires event services:  [hereby referred to as Company B] | | |  | | | |
| Date of event | | [dd/mm/yyyy] | | Event Title: | |  |
| Proposed by: | |  | | Hosting organization: | |  |
| Venue: | |  | | Amount requested: | | $ |
| **Event Description:**  Provide a **BRIEF** description of your event.  Some events do not need much explaining e.g. a national championship, but other events may be new and innovative and require greater description | | | | | | |
| Please include [an overview of the event] [the objective of the event] [the benefits of the event to the organization] | | | | | | |
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| Total cost that is expected to be incurred: | $ | | | | [Fill in the expected cost for the event. If necessary, show the breakup of the total cost] | |
| Cost | $ | | | |  | |
| Cost | $ | | | |  | |
| Cost | $ | | | |  | |
| Cost | $ | | | |  | |
| **Proposed program:**  Provide a timetable for the event. | | | | | | |
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| **Human Resource:**  Provide an organization chart and include an explanation of the organization chart. The roles of some event personnel may need to be explained. | | | | | | |
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| **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. | | | | | | |
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| Note: An event proposal must clearly outline the details of the event as well as ensure transparency and clarity on all levels. Thus, an event proposal involves a detailed account of the financial technicalities as well as the details of the parties involved. | | | | | | |
| **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.   1. Describe the process by which your organization 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 | | | | | | |
| **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 | | | | | | |

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