

Event Proposal Template

Introduction	
Event name	
Website	
Contact information	

Event outline	
History of event	
Information about past events	
Concept for the event	
Event objectives	
Information about who will attend	
Projected number of attendees	

If sponsorship proposal: event budget	
If pitching event to a company: event cost	
Unique value proposition (UVP)	

Credentials	
Company name and logo	
Contact information	
Overview of your company/experience as an event planner	
Your CV	
CVs of relevant team members	
Scope of work	
Why and how you will achieve event objectives	

Target audience	
List of marketing channels	
Information about the budget or costs associated with each channel	
Information about metrics you'll use to gauge successful reach across marketing channels	

Sponsorship (for sponsors)	
Opportunities for sponsorship	
Cost of sponsorship	
Exclusivity	

Scope of services (for clients)	
Cost of services	
Scope of services offered	
Policies of service	

Relevance (for internal approval)	
Why event is important	
How this event will help the company achieve its KPIs	
Supporting data	

Call to action	
Deadline for response	
Incentives for response	

Conclusion	
Recap your concept and vision	
Reiterate event UVP	
Thank reader	
Contact information	