YOUR  
LOGO

**COMPANY NAME**

EVENT PLANNING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to plan and execute your upcoming event. We specialize in full-service event coordination that brings vision to life with professionalism, creativity, and precision.  
  
This proposal outlines our approach to managing and producing [Client Name]’s event.

# Project Objectives

The primary goals are:  
  
- Deliver a seamless and memorable event experience  
- Coordinate all logistics and vendor relationships  
- Manage timelines, budgets, and on-site operations  
- Ensure guest satisfaction and brand alignment

# Proposed Services

Our event planning services include:  
  
- Venue sourcing and contract negotiation  
- Budget management and timeline creation  
- Vendor coordination (catering, AV, decor, etc.)  
- Event branding and design consultation  
- Guest list and RSVP management  
- On-site staffing and event day coordination

# Scope of Work

Scope includes:  
  
- Pre-event planning and bi-weekly check-ins  
- Development of a master run-of-show and staffing plan  
- Full logistical support before and during the event  
- Day-of execution with team leads and contingency plans  
- Post-event wrap-up and reporting

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Kickoff & Planning | Define scope, objectives, and vendor needs | [Start Date] |
| Execution Prep | Vendor confirmation, timeline, rehearsals | [Date] |
| Event Day | On-site coordination and production | [Event Date] |
| Wrap-Up | Post-event report and vendor reconciliation | [Completion Date] |

# Pricing

Estimated cost breakdown for event planning services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Planning & Strategy | Venue research, timeline, vendor sourcing | [Amount] |
| Vendor Coordination | Communications and contract oversight | [Amount] |
| Event Production | On-site staff, setup, and day-of execution | [Amount] |
| Post-Event Reporting | Debrief, reporting, and invoice wrap-up | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a professional event management agency that has produced hundreds of successful events across sectors including corporate, nonprofit, private, and lifestyle brands.  
  
- Experience: [X] years in event planning, production, and design  
- Expertise: Corporate conferences, launch parties, galas, workshops, pop-up experiences  
- Mission: To produce exceptional, worry-free events tailored to your goals and audience

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: 200-person corporate leadership summit  
- Outcome: Under-budget, on-schedule event with 98% attendee satisfaction  
  
Testimonial:  
“[Your Company Name] brought creative ideas, flawless execution, and a calm presence throughout our high-stakes event.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone-based or post-event invoicing.  
Scope: Includes planning, vendor management, and day-of operations.  
Client Responsibilities: Provide guest list, key approvals, and brand guidelines.  
Adjustments: Changes in event size, vendors, or scope may affect pricing and timelines with notice.

# Acceptance

To approve this Event Planning Proposal and begin services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_