YOUR  
LOGO

**COMPANY NAME**

LIVE-STREAM SHOPPING EVENT PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to produce and manage a live-stream shopping event for your brand. We specialize in creating engaging, interactive live-commerce experiences that drive sales, enhance brand visibility, and foster real-time customer engagement.  
  
This proposal outlines our approach to delivering a successful live-stream shopping event for [Client Name].

# Project Objectives

The primary goals are:  
  
- Increase product visibility and sales through interactive live-streaming  
- Provide an engaging platform for customer interaction and Q&A  
- Drive real-time purchasing with seamless checkout integration  
- Amplify brand presence across digital channels

# Proposed Services

Our live-stream shopping event services include:  
  
- Event strategy and creative planning  
- Talent sourcing (hosts, influencers)  
- Technical production (video, lighting, sound)  
- Platform setup and integration with e-commerce  
- Live moderation and audience engagement  
- Post-event analytics and reporting

# Scope of Work

Scope includes:  
  
- Initial consultation to define event goals and KPIs  
- Development of event content and run-of-show  
- Coordination of technical production and streaming logistics  
- Live event execution and moderation  
- Performance tracking and post-event reporting

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Planning & Strategy | Define event goals, creative direction, and logistics | [Start Date] |
| Production Setup | Coordinate technical requirements and rehearse | [Date] |
| Event Execution | Conduct the live-stream shopping event | [Event Date] |
| Post-Event Analysis | Review performance and provide analytics | [Completion Date] |

# Pricing

Estimated cost breakdown for live-stream shopping event services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Event Strategy & Planning | Creative development and logistics coordination | [Amount] |
| Technical Production | Video, sound, lighting, streaming setup | [Amount] |
| Talent Sourcing & Management | Hosts, influencers, and moderator engagement | [Amount] |
| Live Execution & Moderation | Conduct live event and manage audience interaction | [Amount] |
| Performance Reporting | Post-event analytics and insights | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a trusted partner in live-commerce and digital retail experiences, delivering high-quality live-stream events for brands across industries.  
  
- Experience: [X] years in event production and e-commerce integration  
- Expertise: Live video production, influencer collaborations, interactive commerce  
- Mission: To help brands connect with their audience in real-time and drive sales through engaging live experiences

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Live-stream shopping event for a fashion retailer  
- Outcome: Achieved 20% conversion rate and significant social media engagement  
  
Testimonial:  
“[Your Company Name] delivered a flawless live-shopping event that boosted our sales and online presence.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone payments.  
Service Scope: Includes strategy, production, platform setup, and reporting.  
Client Responsibilities: Provide product details, approve event content, and promote the event.  
Adjustments: Scope changes require mutual agreement and may affect cost and timeline.

# Acceptance

To approve this live-stream shopping event proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_