YOUR  
LOGO

**COMPANY NAME**

EVENT MARKETING

PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support your event marketing efforts. We specialize in creating integrated marketing campaigns that maximize attendance, engagement, and brand exposure before, during, and after your event.  
  
This proposal outlines how we can help [Client Name] promote your upcoming event with a targeted and results-driven approach.

# Problem or Opportunity

[Client Name] is planning an event and requires strategic promotion to ensure high turnout, audience engagement, and post-event visibility. Without dedicated event marketing, valuable opportunities for attendance and brand awareness may be missed.

# Proposed Solution

We propose a comprehensive event marketing strategy that spans pre-event promotion, live coverage, and post-event engagement.  
  
Key Benefits:  
- Increased event registrations and attendance  
- Enhanced brand presence across channels  
- Extended event impact through post-event content

# Scope of Work

Our event marketing services include:  
  
- Pre-event strategy and content calendar  
- Email invitations and drip campaigns  
- Paid and organic social media promotion  
- Influencer or partner promotion support  
- On-site content (live coverage, video/photo capture)  
- Post-event follow-up and reporting

# Timeline

Proposed timeline for event marketing planning and execution:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Strategy & Planning | Define goals, audiences, content | [Start Date] |
| Campaign Launch | Begin pre-event promotion | [Date] |
| Live Event Coverage | Social media, content capture | [Event Date] |
| Post-Event Follow-Up | Email recap, report, content sharing | [Completion Date] |

# Pricing

Service pricing for full-cycle event marketing support:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Pre-Event Promotion | Email, social, content calendar | [Amount] |
| Live Event Marketing | On-site content, coverage | [Amount] |
| Post-Event Engagement | Recap content, reporting | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a full-service marketing agency with deep expertise in event promotion, brand activations, and live audience engagement.  
  
- Experience: [X] years managing marketing for conferences, product launches, and public events  
- Strengths: Integrated strategy, audience targeting, content amplification  
- Mission: To help events succeed through high-impact marketing campaigns

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: National conference promotion  
- Outcome: 40% higher attendance than projected and 75K social impressions during the event  
  
Testimonial:  
“[Your Company Name] handled our event marketing from start to finish and delivered real results.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% deposit due at kickoff; balance due after event completion.  
Cancellation Policy: 14-day written notice required.  
Deliverables: Marketing materials, campaign reports, and analytics included.

# Acceptance

To proceed with the event marketing campaign, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_