

Event Proposal Template

As an event planner, you know how to organize and execute any occasion so that it runs smoothly and offers an excellent experience for guests and hosts alike. However, you might need some help with developing a professional proposal that you can proudly deliver to potential clients. This template offers a structure and examples to help you create a clear, comprehensive proposal for any event.

HubSpot Tip: Make specific updates to the template for each new event you are managing. It is important to provide each client a customized proposal that is specific to the unique requirements of their event.

Our Company and Team

Provide a one-paragraph overview of your event management company. Describe when, why, and by whom your company was founded. Mention key events that you have planned in the past, focusing on ones that are similar to the event you are currently proposing. Describe your company's mission and tell the reader what sets you apart from other event planning firms.

Our Services

Give an overview of the types of assistance you offer to clients. This list does not need to be specific to this particular event proposal; you should include all of the event management services that your company offers. After giving a brief introduction, you can provide the services in a bulleted list, as shown below:

- Service 1
- Service 2
- Service 3

Our Proposed Event Management Team

Offering a credible team is essential to the success of any event management proposal. In this section, you should provide an overview of your team and the role each member will play in managing this event. Then, you should provide the names, titles, and brief profiles or biographies of each of your proposed staff.

Each profile should comprise a short paragraph and should include the team member's years of experience in event management, any relevant certifications or educational milestones, and similar events they have managed in the past.

- Team Member 1, Title – Profile
- Team Member 2, Title – Profile
- Team Member 3, Title – Profile

HubSpot Tip: Consider including professional headshots of your proposed team, to personalize the proposal and connect faces with the names.

Your Event

Summary

Provide an overview of the event, describing the different activities that will take place, the type of food and beverages, and the style of décor. If applicable, explain how the event fits with your client's strategic goals.

Details

After giving a brief introduction, present the important details of the event, perhaps using the table below as a template.

Event Name	
Date and Time	
Location	
Theme	
Number of Invitees	
Expected Number of Attendees	
Key Message	

HubSpot Tip: Customize it! The items in the table above are only suggestions. Feel free to edit them to the specifics of the event you are proposing.

Major Activities and Timeline

After describing the event in general, you should show the activities involved in planning and executing the event, with start and completion dates. This gives the potential client a sense of the timeline for the event, how many times you will need to meet throughout the process, and allows them to follow along with the schedule and know that all activities are being completed on time. You can use a simple table, like the one that follows, to depict the timeline.

Activity	Start Date	Completion Date

HubSpot Tip: Including a detailed schedule highlights your credibility and shows your ability to execute the event on time.

Pricing and Payment Schedule

Indicate all of the activities and items that are required for the event to be successfully planned and executed. Some of your costs will be at an hourly rate and some will be associated with a flat fee. You can present and total them in a table like the one below.

Activity/Item	Hourly Rate/Flat Fee	Estimated Hours/Quantity	Price
Subtotal:			
Tax:			
TOTAL:			

For this type of work, payment often happens on a schedule, with a percentage being owed upon signing the contract, and then additional amounts being due leading up to the event. You can use a table like the one below to indicate the proposed payment schedule.

Amount	Deadline
Deposit – 20% of total	Upon contract signing
25% of total	2 months prior to event
30% of total	1 month prior to event
Final 25% of total	1 week before event

HubSpot Tip: Update the pricing information and payment schedule according to the specifics of the event.

