****

**Corporate Event
Proposal Template Example**

CORPORATE EVENT PROPOSAL TEMPLATE
*Maximizing impact and engagement*

|  |  |
| --- | --- |
| EVENT NAME |  |
| DATE |  |
| PREPARED FOR |  |
| PREPARED BY |  |

# INTRODUCTION

|  |
| --- |
|  |

# EVENT OVERVIEW

|  |  |
| --- | --- |
| EVENT OVERVIEW |  |
| EVENT DATE(S) |  |
| EVENT LOCATION |  |

# objectives and goals

|  |
| --- |
|  |

# TARGET AUDIENCE

|  |
| --- |
|  |

# EVENT logistics

|  |  |
| --- | --- |
| VENUE DETAILS |  |
| CATERING OPTIONS |  |
| AUDIO/VISUAL EQUIPMENT NEEDS |  |
| ADDITIONAL LOGISTICAL ARRANGEMENTS |  |

# BRANDING AND MARKETING

|  |
| --- |
|  |

# ROI AND SUCCESS MEASUREMENT

|  |
| --- |
|  |

# BUDGET OVERVIEW

ANTICIPATED COSTS

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| VENUE RENTAL | FOOD AND BEVERAGE | EQUIPMENT RENTAL | MARKETING AND PROMOTIONS | MISCELLANEOUS EXPENSES | **TOTAL** |
|  |  |  |  |  |  |

ANTICIPATED INCOME

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| OUTLET 1 | OUTLET 2 | OUTLET 3 | OUTLET 4 | MISCELLANEOUS | **TOTAL** |
|  |  |  |  |  |  |

# ENGAGEMENT STRATEGIES

|  |
| --- |
|  |

# APPENDICES

|  |
| --- |
|  |

SUBMISSION

|  |  |  |
| --- | --- | --- |
| SIGNATURE |  |  |
| Name |
| DATE |
| MM/DD/YY |

|  |
| --- |
| **DISCLAIMER**Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |