**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12095&utm_source=template-word&utm_medium=content&utm_campaign=Blank+Corporate+Event+Proposal-word-12095&lpa=Blank+Corporate+Event+Proposal+word+12095)**

**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 | | |

|  |
| --- |
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