

PDF Corporate Event Proposal Template

EVENT NAME	
DATE	
PREPARED FOR	
PREPARED BY	

INTRODUCTION

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EVENT OVERVIEW

EVENT OVERVIEW	
EVENT DATE(S)	
EVENT LOCATION	

OBJECTIVES AND GOALS

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TARGET AUDIENCE

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EVENT LOGISTICS

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

BRANDING AND MARKETING

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ROI AND SUCCESS MEASUREMENT

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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

DATE

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