

PDF Fundraising Event Proposal Template Example

Try  **smartsheet** for free

HOPE GALA: A Night for Children's Education

*A comprehensive proposal for a
charitable evening*



EVENT NAME	Hope Gala 20XX
DATE OF PROPOSAL SUBMISSION	September 15, 20XX
PREPARED FOR	Educate the Future Foundation
PREPARED BY	Marta Hicks, Event Planner

INTRODUCTION

This proposal is crafted for event organizers and charity foundations focusing on maximizing engagement and donations for vital causes. Specifically designed for the Educate the Future Foundation, this document outlines the strategic planning for the upcoming Hope Gala, aimed at supporting children's education globally.

EVENT OVERVIEW

The Hope Gala is an evening dedicated to raising funds for educational programs for underprivileged children worldwide.

- Proposed Date: November 20, 20XX
- Location: The Grand Ballroom, City Center Hotel, New York
- Objectives: To raise \$200,000 for educational programs and increase awareness of the global education crisis.

TARGET AUDIENCE

Philanthropists, educators, celebrities, and anyone passionate about contributing to children's education. The event is designed to resonate with individuals who are eager to make a tangible difference.

SPONSORSHIP AND DONOR ENGAGEMENT

- Gold Sponsor: \$10,000 - Includes premium table placement, brand featured in all materials, and a speaking opportunity.
- Silver Sponsor: \$5,000 - Includes select table placement and brand recognition in the event program.
- Bronze Sponsor: \$2,500 - Includes brand recognition in the event program.

Strategies for Donor Engagement: Personalized outreach, engaging storytelling, and showcasing tangible impacts of contributions.

MARKETING AND PROMOTION

A multichannel marketing strategy encompassing social media campaigns, press releases, and direct invitations to potential sponsors and donors. Promotional materials include event brochures and digital banners highlighting the cause and event details.

BUDGET OVERVIEW

ANTICIPATED COSTS

Venue Rental	Catering	Entertainment	Marketing	Miscellaneous	TOTAL
\$30,000	\$20,000	\$10,000	\$5,000	\$5,000	\$70,000

ANTICIPATED REVENUE

Source 1	Source 2	Source 3	Source 4	Source 5	TOTAL
\$25,000	\$25,000	\$50,000	\$100,000	\$0	\$200,000

LOGISTICS

Venue	Grand Ballroom, equipped with state-of-the-art AV for presentations and performances.
Catering	Gourmet three-course meal with options for all dietary restrictions.
Entertainment	Live band and guest speaker on the importance of global education initiatives.

EVENT PROGRAM

6:00 p.m.	Cocktail Reception
7:00 p.m.	Welcome Speech by Foundation President
7:30 p.m.	Dinner and Keynote Address
9:00 p.m.	Live Auction
10:00 p.m.	Musical Performance

SUCCESS MEASUREMENT

Criteria will include total funds raised versus the target, attendee feedback, social media engagement metrics, and increased public awareness of the cause.

APPROVAL AND NEXT STEPS

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.