[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12284&utm_source=template-word&utm_medium=content&utm_campaign=Event+Marketing+Proposal-word-12284&lpa=Event+Marketing+Proposal+word+12284)

**Event Marketing Proposal Template**

Event Name:

Event Location:

Event Date:

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## 

## An abstract pink and white curve patternExecutive Summary

Sample text

## Marketing Goals

Sample text

**1**

**Goal 1**

Sample text

**Goal 2**

**2**

Sample text

**Goal 3**

**3**

Sample text

**4**

**Goal 4**



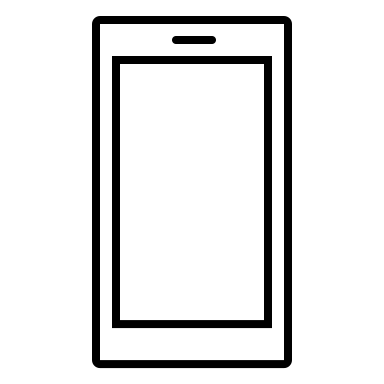
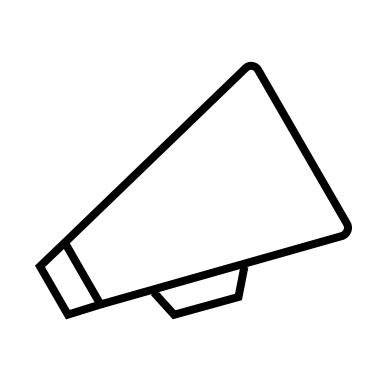
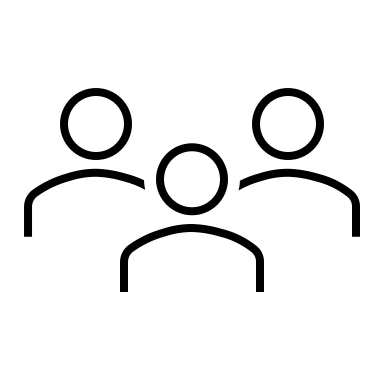
## Target Audience

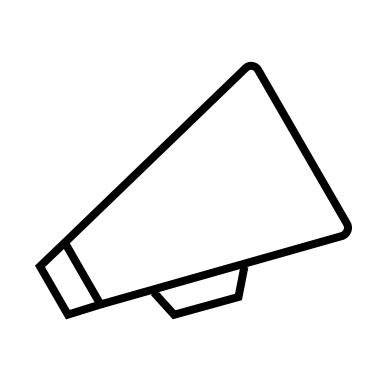
Behavior

Demographics



## Event Marketing Strategy





**Tactics**

Sample text

**Channel**

Sample text

**Strategy**

Sample text



## An abstract pink and white curve patternKey Initiatives

Sample text

Initiative

Sample text

Description

Sample text

Expected Outcome

Sample text

## Timeline

**Campaign 1**

Task Name

Task Name

Task Name

**Campaign 2**

Task Name

Task Name

Task Name



**Campaign 3**

Task Name

Task Name

Task Name

**Week 1**

**Week 5**

**Week 4**

**Week 2**

**Week 3**

## Success Metrics

Sample text



|  |  |  |
| --- | --- | --- |
| Metric | Description | Target Goal |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## Marketing Budget

|  |  |  |
| --- | --- | --- |
| Service | Cost | Description |
|  | $ |  |
|  | $ |  |
|  | $ |  |
|  | $ |  |
|  | $ |  |
|  | $ |  |
|  | $ |  |

## Next Steps

* Sample text
* Sample text



|  |
| --- |
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