**Event Proposal Template（Sample）**

# Event Details

|  |  |
| --- | --- |
| **Event Title** |  |
| **Target Group(s)** |  |
| **Proposed by** |  |
| **Event Date(s)** |  |
| **Venue** |  |
| **Budget** |  |

**Event Description**

Provide a **BRIEF** description of your event. This section provides the readers with a basic overview of what the event is about.

Your **BRIEF** description should include:

* An overview of the event (include the number of days/hours over which the event will be held, how many participants are expected, the venue for the event and the most important feature of the event)
* the objectives of the event (examples:“to develop community awareness of ” or “to

raise funds for . . . . “ or “to provide access to a higher standard of competition”)

* the benefits of the event to the organization, the community and other stakeholders (include such things as the financial benefits, development of expertise, increasing community access to participation, improvement of facilities if any, etc)

# Proposed Program

Provide a timetable for the preparation and the event. It is appreciated that any timetable you provide the reader will likely undergo many adjustments leading up to the event. If the event lasts more than one day, provide a timetable for each day of the event.

The timetable might include:

* details of the preparation
* arrival times for participants (and officials if any) each day
* start and finish times for event participation each day
* roster of matches or events or components of events
* presentation times
* special announcements or speeches
* arrival and departure of VIPs

# Human Resource

Provide an organization chart and include an explanation of the organization chart. The roles of some event personnel may need to be explained.

Example: (this is a demonstration chart only and may have no resemblance to the organization chart that would be best for your event)

Organising Committee

Event Director

Program Coordinator

Equipment Coordinator

Promotions Coordinator

Administration and

Finance

Event Volunteers

Equipment Volunteers

# The Venue

Explain the reasons why your chosen venue will benefit the event. If the facility is quite large or the facility will include many rooms, buildings, tents, courts, pitches, then provide a map to explain the proposed layout.

List aspects of the facility that are important including lighting, rooms, canteen, amenities for spectators, car parking, food serving, shade, play areas for children, etc.

# Equipment Needs

Provide a list of equipment that is needed for the event. Your list should state what items you already have and what items need to be procured.

# Event Equipment Needs Template

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Equipment Description** | **Total Required** | **Ready in stock** | **Present condition** | **Need to borrow** | **Need to hire** | **Need to purchase** |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

**Budget**

Prepare a statement of anticipated income and expenditure.

In circumstances where the organization is applying or has applied for government funding, the anticipated income should include the funding amount, but ensure that your income and expenditure statement does not show a profit for the event.

Only include sponsorship in the anticipated income if it has already been negotiated with the sponsor. Plans for events should not be based on overly optimistic financial scenarios.

# Risk Management（optional）

Showing that the event organisers have evaluated risks is very important to funding agencies and commercial sponsors.

The following table provides an appropriate format for displaying the assessment of risks that has taken place. This table (referred to as a Risk Register) would be better in a landscape orientation.

|  |  |  |  |
| --- | --- | --- | --- |
| Risks identified | Probability | Severity | Risk Treatment |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |