

# Event Proposal Form

## Help Us Create Something Exceptional Together

Thank you for considering Event Dojo. To prepare a precise and inspired proposal, please share as much detail as possible. Estimated answers are welcome.

### Company & Contact Information

Company Name: \_\_\_\_\_  
Primary Contact Name & Title: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Billing Contact (if different): \_\_\_\_\_  
Preferred Communication Method: \_\_\_\_\_

### Event Overview

Event Name: \_\_\_\_\_  
Event Type: \_\_\_\_\_ (Conference, Incentive Trip, Sales Kick-off, Product Launch, Gala, Retreat, Board Meeting, etc.)  
Event Goals / Objectives: \_\_\_\_\_  
Brief Event Description: \_\_\_\_\_  
Expected Attendee Count: \_\_\_\_\_  
Audience Profile: \_\_\_\_\_ (Employees, clients, executives, partners, VIPs, high-performers, etc.)

### Dates & Timing

Preferred Event Dates: \_\_\_\_\_  
Alternate / Flexible Dates: \_\_\_\_\_  
Program Duration: \_\_\_\_\_  
Key Timing Considerations: \_\_\_\_\_  
Important Milestones or Deadlines: \_\_\_\_\_

### Location Details

Preferred City / Region / Country: \_\_\_\_\_  
Venue Already Selected? \_\_\_\_\_ (Yes / No)  
**If Yes:** Venue Name: \_\_\_\_\_ Contract Status: \_\_\_\_\_  
**If No:** Venue Style / Preferences: \_\_\_\_\_  
Indoor / Outdoor Needs: \_\_\_\_\_  
Accessibility Requirements: \_\_\_\_\_

## Budget Information

Estimated Total Budget: \_\_\_\_\_

Budget Range Per Attendee: \_\_\_\_\_

Areas of Budget Priority: \_\_\_\_\_

## Scope of Services Needed

**Please select all services you would like included:**

### Planning & Management

*(check all that apply)*

- Venue Sourcing & Contracting
- Full Event Management
- Partial Planning Support
- Onsite Staffing & Production Management
- Registration & Attendee Management
- Speaker & Talent Management
- VIP & Executive Services
- Transportation & Logistics

### Production & Creative

- Audio/Visual Production
- Stage Design & Scenic
- Lighting Design
- Branding, Signage & Wayfinding
- Video Production
- Entertainment & Talent Booking

### Guest Experience

- Hospitality Desk & Concierge
- Activities, Excursions & Team Building
- Custom Gifts & Amenities
- Dining Experiences & Catering
- Wellness & Spa Programming

## Hotel & Accommodation Needs

Number of Guest Rooms Needed: \_\_\_\_\_

Preferred Hotel Category: \_\_\_\_\_ (Luxury, 4-star, boutique, resort, lifestyle, etc.)

Meeting Space Requirements: \_\_\_\_\_

Food & Beverage Expectations: \_\_\_\_\_

## Program Details

General Agenda Outline: \_\_\_\_\_

General Session Requirements: \_\_\_\_\_

Breakout Session Needs: \_\_\_\_\_

Exhibits / Sponsors: \_\_\_\_\_

Offsite Events: \_\_\_\_\_

Awards or Recognition Elements: \_\_\_\_\_

Special Presentations or Launches: \_\_\_\_\_

## Branding & Creative Direction

Existing Event Theme or Concept: \_\_\_\_\_

Brand Guidelines Available? \_\_\_\_\_

Desired Event Atmosphere: \_\_\_\_\_ (Modern, luxury, energetic, immersive, sophisticated, bold, etc.)

Inspiration Examples or Reference Events: \_\_\_\_\_

## Technology Requirements

Event App Needed? \_\_\_\_\_

Hybrid / Virtual Components? \_\_\_\_\_

Livestream Requirements: \_\_\_\_\_

Wi-Fi Expectations: \_\_\_\_\_

Registration Platform Preferences: \_\_\_\_\_

## Attendee Information

Expected Attendee Demographics: \_\_\_\_\_

Accessibility or ADA Needs: \_\_\_\_\_

Dietary Restrictions: \_\_\_\_\_

International Attendees? \_\_\_\_\_

Security Considerations: \_\_\_\_\_

## Proposal Expectations

Proposal Due Date: \_\_\_\_\_

Decision Timeline: \_\_\_\_\_

Other Agencies Being Considered? \_\_\_\_\_

Preferred Proposal Format: \_\_\_\_\_ (Deck, PDF, high-level budget + scope, detailed proposal, etc.)

## Additional Information

Previous Event Challenges: \_\_\_\_\_

Must-Have Elements: \_\_\_\_\_

Non-Negotiables: \_\_\_\_\_

Success Metrics / KPIs: \_\_\_\_\_

Anything Else You'd Like Us to Know: \_\_\_\_\_

## Attachments (Optional)

Please attach any supporting materials you have available:

- Previous event agendas or run-of-show
- Venue floorplans or specs
- Brand guidelines / assets
- RFP documents
- Budget templates
- Production requirements
- Inspiration photos or videos

\_\_\_\_\_  
*We are excited to collaborate with you and create an exceptional experience.*

**— Event Dojo**

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