

Event Marketing Proposal

Campaign Name/Title:

Event Date(s):

Prepared By:

Date Prepared:

1. Executive Summary

2. Event Overview

Event Description:

Objectives & Goals:

Target Audience:

3. Marketing Strategy

Key Messages:

Marketing Channels:

Tactics & Activities:

4. Timeline

Milestone/Task	Owner	Deadline

5. Budget

Item	Estimated Cost

Total Estimated Budget:

6. Success Metrics

7. Next Steps / Approvals