

Event Proposal Detail Sheet
Instructions
(Please print or type)

EVENT CONTACT SECTION

- 1) List the event name and event date in the upper right corner of the header.
- 2) Complete this section with the information required. Give a best effort on the anticipated attendance numbers as well as the age group target. Remember there will be crossover as far as some members that attend all events. Try to focus on the age group that this event will appeal to.
- 3) List the chairman, co-chairman and any key committee members.

EVENT PURPOSE SECTION

- 1) Place a check mark next to the category that best describes the event. If it applies to more than one category check all that will apply.
- 2) Please give a brief explanation of the event. What the goals are, why we should do it and who it is to benefit.
- 3) Place the meeting date of the Executive Committee for the submission date.
- 4) Executive Committee Disposition should remain blank (for office use only)
- 5) List the Liaison Officers Name and any comments he may have in regards to the event.

EVENT DETAIL SECTION

- 1) Services Needed check all that will need to be utilized for the event including any special appearances by Officers, Divan or Other Unit Members.
- 2) If Medinah office staff is to prepare any material for the event check all that apply.
- 3) Complete the next section completely with as much detail as possible. List all vendors contacts and phone numbers.

MARKETING & PROMOTION SECTION

- 1) Complete this section with all the publications that will be utilized to advertise the event. If a web page is to be used indicate who's web page and for how long.
- 2) List the dates that advertising will be running in each publication.
- 3) Remember to make sure that enough lead time is anticipated prior to the event.
- 4) List any additional marketing or advertising that will be needed for the event.

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FINANCIAL SECTION (EXPENSES)

The financial section of the report will give the overall picture of the profitability of the event. It may be the most important section of our proposal. Be as accurate as possible with all of the figures that are entered in this section. It will not only give a financial picture of the event but will show the Executive Committee your capabilities and expertise in planning and managing an event.

Attach all supporting documentation to this proposal that will support all expenses, (contract proposals, contracts, pictures of ads or printed material, description of gifts or any thing that will support the proposal.

- 1) Under budgeted costs list the gross cost of each line item that will need to be included in this event.
- 2) Include any subsidy from the rite or from the committee's budget that will be used to offset any costs associated with this event.
- 3) Total the budgeted cost section and fill in the blanks of the narrative section below.
- 4) Actual cost section is to be completed after the event and turned in to the Secretary.
- 5) Only copies of invoices should be attached to this report. All original invoices should be turned into the Secretary for payment.
- 6) Under no circumstance is a chairman or member of a committee allowed to sign, approve or enter into a contract for purchase of a service or item without prior written permission from the Commander.

FINANCIAL SECTION (INCOME & PROFIT/LOSS)

- 1) The budgeted income section follows the same instructions as the expense section. Complete the budgeted section upon submission of the proposal.
- 2) The actual income section is to be completed after the event is over and the numbers are in.
- 3) The variance section is calculated by taking the actual figure and divide that by the budgeted figure. This will return a fractional figure. Add two "0" to that figure and move the decimal place to the right two places.

Budgeted	Actual	Variance
\$ 1,000	\$ 1,250	125%
\$ 1,250	\$ 1,000	80%

The variance shows the percent of the budgeted amount achieved. In the first example it shows we exceeded our budget amount by 25%. In the second example it shows that we only achieved 80% of our anticipated amount.