

EVENT PROPOSAL & PLANNING GUIDE



Complete this form before committing club funds, announcing the event, or entering into agreements. Attach quotes, venue information, and supporting documents where available.

1 Event overview

Proposed event name	_____
Event chair / co-chair	_____
Contact information	_____
Proposed date / time	_____
Proposed venue / location	_____
Event frequency	☐ One-time ☐ Annual ☐ Other: _____
Event type	☐ Fundraiser ☐ Community service ☐ Fellowship ☐ Other
Beneficiary / cause	_____
Purpose and expected community impact	_____ _____

2 Event format and audience

Proposed agenda / activities	_____ _____
Target audience	_____
Expected attendance	_____ people Capacity limit: _____
Admission / registration fee	\$_____ per person ☐ Free event
Other income opportunities	☐ Sponsors ☐ Vendors ☐ Donations ☐ Raffle / auction
Success measures	Attendance: _____ Funds raised: \$_____ Other: _____

3 Staffing, equipment and compliance

Volunteers needed	_____ Key roles: _____
Equipment / supplies needed	_____
Permits / licenses needed	_____
Insurance / safety considerations	_____
Accessibility / parking / weather backup	_____
Partners / vendors / sponsors	_____



4 Estimated event budget

Enter realistic estimates; use \$0 for nonapplicable items. Estimates are for planning only and are not approved expenditures.

Projected income

Income source	Assumption / calculation	Estimated \$
Ticket sales / registration		
Cash sponsorships		
Exhibitor / vendor fees		
Donations / contributions		
Advertising (program / web)		
Raffle / auction proceeds		
Other income		
TOTAL PROJECTED INCOME		

Projected expenses

Expense category	Assumption / calculation	Estimated \$
Venue / facility		
Food and beverages		
Audio / visual equipment		
Stage / lighting / sound		
Security / event insurance		
Permits / licenses		
Marketing / advertising		
Printing / signage		
Décor / furniture rentals		
Entertainment / speakers		
Supplies / materials		
Transportation / logistics		
Other direct costs		
Contingency reserve		
TOTAL PROJECTED EXPENSES		

Budget summary and funding request

Total projected income (A) \$ _____

Total projected expenses (B) \$ _____

Projected surplus / (loss) (A – B) \$ _____

Club funds / advance requested \$ _____

Break-even attendance / sales _____

Financial risk / shortfall plan _____

Budget guidance: Estimate attendance conservatively; distinguish confirmed from prospective sponsorships; obtain vendor quotes where practical; include contingency; and identify who will collect, safeguard and reconcile funds.



5 Promotion and execution plan

Publicity / outreach channels ☐ Club social media ☐ Flyers ☐ Community partners ☐ Press ☐ Other

Registration / ticketing approach _____

Sponsor outreach lead _____

Payments / cash handling lead _____

Setup / teardown plan _____

Milestone	Target date	Responsible person
Board approval		
Venue / permits confirmed		
Sponsors / vendors secured		
Promotion begins		
Volunteer briefing		
Event day		
Financial closeout / board report		

6 Risks, dependencies and additional notes

Principal risks / mitigation _____

Dependencies / decisions needed _____

Additional notes _____