



PROPOSAL KIT SAMPLE

Event Party Planner Services Proposal

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Cover Letter, Title Page, Samples, Company History, Services Provided, References, Insurance, Policies, Back Page

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This sample is intended for use as a guide for you to get ideas on how to create your own. Most documents will start with a Cover Letter, Title Page, Executive or Client Summary and a Cost Summary or Estimate then will include additional chapters as needed.

Read this article for more help - [How to Write an Event Planner Business Proposal](#)

Lori Parsons
Executive Services Director
St. Adrian Hospital
566 Alberta Street
Boise, ID 83703

Dear Ms. Parsons,

Thank you for contacting The Party People to host the party for your charity benefit auction. We're very excited to be a part of this important event and we are sure that we can provide a tasteful yet fun evening for all the attendees.

I'm sure you are aware of our stellar reputation and equally impressive attention to detail. I think we can set the mood of the event to be so enjoyable that your attendees will give even more generously to your cause. In fact, we are so thrilled about the possibilities that we are willing to donate the consulting and planning fees with a complete party package (package will include planning, decorations, catering, DJ and open bar for up to 25 people). We truly believe that we can make this event phenomenal.

I am available for planning purposes between 8am and 9pm, 7 days a week. Your event will be flawlessly planned and executed. I will oversee the entire event, and I will have three assistants on hand to ensure perfection. In addition, we have fully trained, professional wait-staff, excellent catering options, and our own set-up and break-down staff. We will book your musician, and we will coordinate the timing of the evening's events. And since we know how time-consuming finding donations can be, we further offer to pick-up all of your donations prior to the event. We hope that will allow you more time to find donors. As far as the remainder, the only thing you'll have to do is give approval for the final party package. From there, we can plan the rest!

Our team genuinely looks forward to working with St. Adrian. I have provided for you our services list and several sample themes/packages that I think will work for your event. Of course, these ideas are just a starting point. I would love to talk with you further about us making your charity benefit a smashing success! Thank you.

Sincerely,

Kellie Fuller
Lead Consultant
The Party People, LLC
1400 Sherman Way
Boise, ID 83702

office: 208.935.2245
cell: 208.373.4933
email: kellie@TheBoisePartyPeople.com
web: www.TheBoisePartyPeople.com



The Party People, LLC
1400 Sherman Way
Boise, ID 83702

(PH) 208.935.2245
(FX) 208.935.2246
www.TheBoisePartyPeople.com

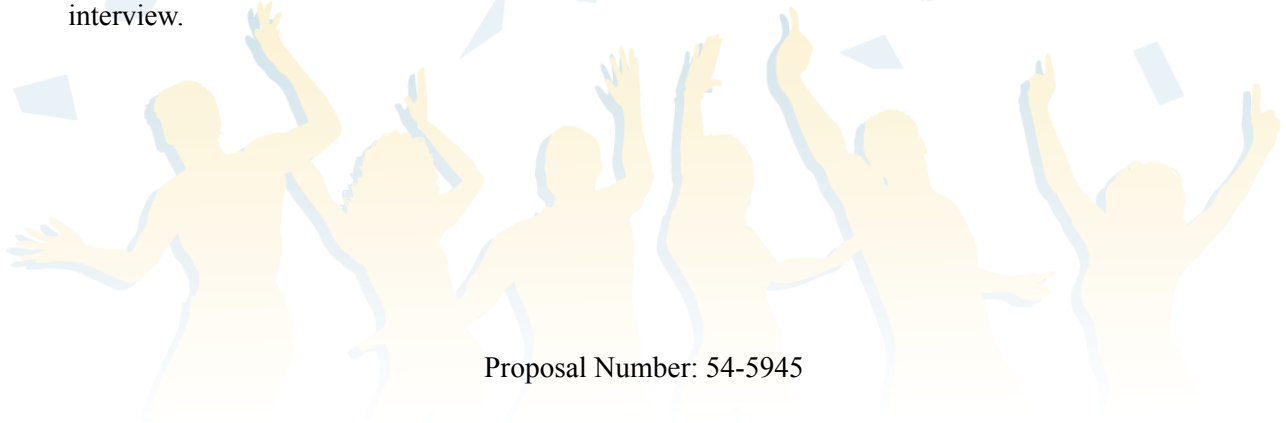
St. Adrian's Charity Benefit

Prepared for: Lori Parsons
Executive Services Director

Prepared by: Kellie Fuller
Lead Consultant

Description

St. Adrian Hospital is in need of party planning services for their charity benefit fundraiser. The Party People can oversee the entire event and provide an atmosphere to facilitate increasing donor contributions. We have assembled a preliminary selection of themes and prices based on our interview.



Proposal Number: 54-5945



Services Provided

The Party People will provide the following services to St. Adrian's. Prices are based on our initial interview and subject to change based on the final packages, options selected and guest counts.

- **Individual Consulting & Planning**

Kellie Fuller will be your individual consultant, taking care of all your planning needs. She will be available 8am to 9pm, 7 days a week for meetings. Consulting services are provided at no cost to you if you choose to place a deposit for your party.

- **Decorations and Set-Up**

Kellie will oversee the design, decoration, and set-up of your party, and will coordinate with our set-up staff prior to your party and the day of your party to make sure every detail is taken care of. Choose any of the 3 sample packages below for \$800.00.

- **Catering**

We will provide full catering services for your party. In the event that we are not able to meet your catering desires, we will contract catering with a third party. Buffet for up to 25 people runs \$400.00.

- **Open Bar**

We will provide a 4 hour open bar for your party. In the event that we are not able to meet your catering desires, we will contract catering with a third party. A 4 hour premium stocked open bar for up to 25 people runs \$625.00.

- **Music and Entertainment**

We have extensive lists of the best musicians, bands, and DJs. We will provide contracting and coordination of your music and entertainment needs. Our DJ package runs \$700.00.

- **Party Hosting**

Kellie will attend and oversee your party, along with her three assistants. Any needs that must be met during the party will be taken care of, and she will coordinate scheduling for the entertainment, music, and auction. Cost is covered in the decoration package above.

- **Break-Down and Clean-Up**

The Party People employs its own crews for these services. You will not have to worry at all about the state of the rented facility when your party is over. We will take care of everything. Cost is covered in the decoration package above.



We have included several concept themes based on our understanding of the project and the preliminary event date of late January, early February. These themes are for illustration purposes only and are not intended to be final choices. The themes reflect our desire to create a mood of generosity and to offer you a marketable event wherein patrons will not only purchase auction items, but also be happy to pay the ticket price you have set. We will work closely with you to finalize all concepts before the event.

Concept #1: Parisian

Our first concept transports your patrons into a relaxing Paris evening. The mood will be set by a darkened room lit only with hundreds of strands of white lights and table candles. Decorations will include trompe l'oeil, wrought iron accents, round tables with white cloths, and elegant centerpieces. The auction tables will be set with raised platters of cheeses, wines, and baked breads, pastries and strawberries, and a five course dinner will include traditional French fare, such as canapes, onion soup, filet mignon, and crème caramel. A string quartet will play throughout the evening. The theme of this party centers on romance and old-world ideals, setting the mood for carefree relaxation.

Concept #2: Moroccan

Our second concept transports your patrons into extravagant and elegant Morocco. Luxury fabric panels in a variety of textures will be draped around bamboo screens and paper lights in all colors will fill the room. Guests will be able to choose traditional seating, or floor seating on Moroccan rugs and pillows. The auction tables will be set in a Moroccan bazaar style, with mock tent canopies and beautiful tapestries. Guests will also be able to choose from traditional Moroccan fare, including seafood, curries, and saffron dishes. Food will be served on colorful plates. Musicians will play traditional Moroccan music, setting the mood for this party to be one of extravagance and pleasure.

Concept #3: Mardi Gras

Our third concept transports your patrons into the full-party atmosphere of a Mardi Gras masked ball. A grand archway flanked by columns draped in purple, green and gold panels will greet guests. Tables will be flamboyantly decorated in the same colors, with fake gold coins strewn over the table linens and hundreds of purple, green and gold balloons obscuring the ceiling. Lighting will come from colored lights, light strands, and a mixture of paper lights. Guests will wear masks and dance to the live jazz band. The auction tables will be set colorfully, with accents of gold throughout, and ribbon columns in the background. Food will include Cajun choices, such as jumbo shrimp and gumbo, and will be served buffet style. The mood of this party will be one of excitement, energy, and fun, without the lewdness.



Services Cost Summary

Service	Unit Price	Quantity	Total
Consulting and Planning	\$0.00	1	\$0.00
Decorations and Setup	\$800.00	1	\$800.00
Catering (per 25 people)	\$400.00	3	\$1,200.00
Open Bar (per 25 people) - 4 hours	\$625.00	4	\$2,500.00
Music and Entertainment	\$700.00	1	\$700.00
Party Hosting - 3 assistants	\$0.00	1	\$0.00
Breakdown and Cleanup	\$0.00	1	\$0.00
		Subtotal	\$5,200.00
		Tax	\$312.00
		Total	\$5,512.00

Standard Disclaimer: The numbers represented above are to be used as an estimate for the services discussed. The above Cost Summary does in no way constitute a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before being locked in by a binding contract.

Company History

About us – The Party People, LLC, opened its doors 12 years ago. Our goal is to give you a personalized party that meets your needs and your budget. Be they brunches, birthday parties, weddings, showers, reunions, theme parties, or holiday parties, we can plan and host an amazing event for you!

We have the resources and equipment to plan parties as intimate as 10 guests or as large as 500 guests. We own all our party and serving equipment, including a variety of styles of tables and chairs, so you rest easy knowing that we will never have to deal with outside rental companies.

We have thousands of ideas for decorations, themes, centerpieces, and more. We have many theme samples available for viewing at our warehouse showroom to help you start your planning. You can choose one of these themes, or you can just as easily create an entirely personalized one with your own party consultant! Our specialty is creating custom parties so that you can make your once-in-a-lifetime event unique and unforgettable. Your party consultant will oversee the planning and hosting of your party to make sure everything goes smoothly.

We have ten full-time party consultants and our own delivery, catering, wait-staff and set-up staff to serve you any time you need. We are available to host parties whenever your schedule demands it, whether it is 5am or midnight! Our showroom is also open from 9 to 5 every weekday.

Services – We offer complete party planning, decorating, catering, and set-up. We also book music and entertainment, additional or alternate catering services, and facilities for you, based on your needs and desires. We are happy to provide quotes for any of these services.

How to Contact The Party People - If you need to contact us for any reason you can reach us at:

The Party People, LLC
1400 Sherman Way
Boise, ID 83702

Phone: 208.935.2244 (warehouse and showroom)

208.935.2245 (consulting desk)

Fax: 208.935.2246

E-Mail: info@theboisepartypeople.com

URL: theboisepartypeople.com

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