



PROPOSAL KIT SAMPLE

Event Party Planner Services Proposal (British/UK)

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Lori Parsons
Executive Services Director
St. Paul's Hospital
123 York Street
London SW1A 2AA
United Kingdom

Dear Ms. Parsons,

Thank you for contacting The Party People to host the party for your charity benefit auction. We are delighted 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 am available for planning purposes between 8am and 9pm, 7 days a week. Your benefit 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 as 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. Paul's. I have provided for you our services list and several sample themes/packages that I think will work for your benefit. Of course, these ideas are just a starting point. We would appreciate the opportunity to talk with you further about how we can help your charity benefit become a resounding success! Thank you.

Sincerely,

Kellie Fuller
Lead Consultant
The Party People, LLC
456 Hampshire Avenue
London SW1A 1AA
United Kingdom

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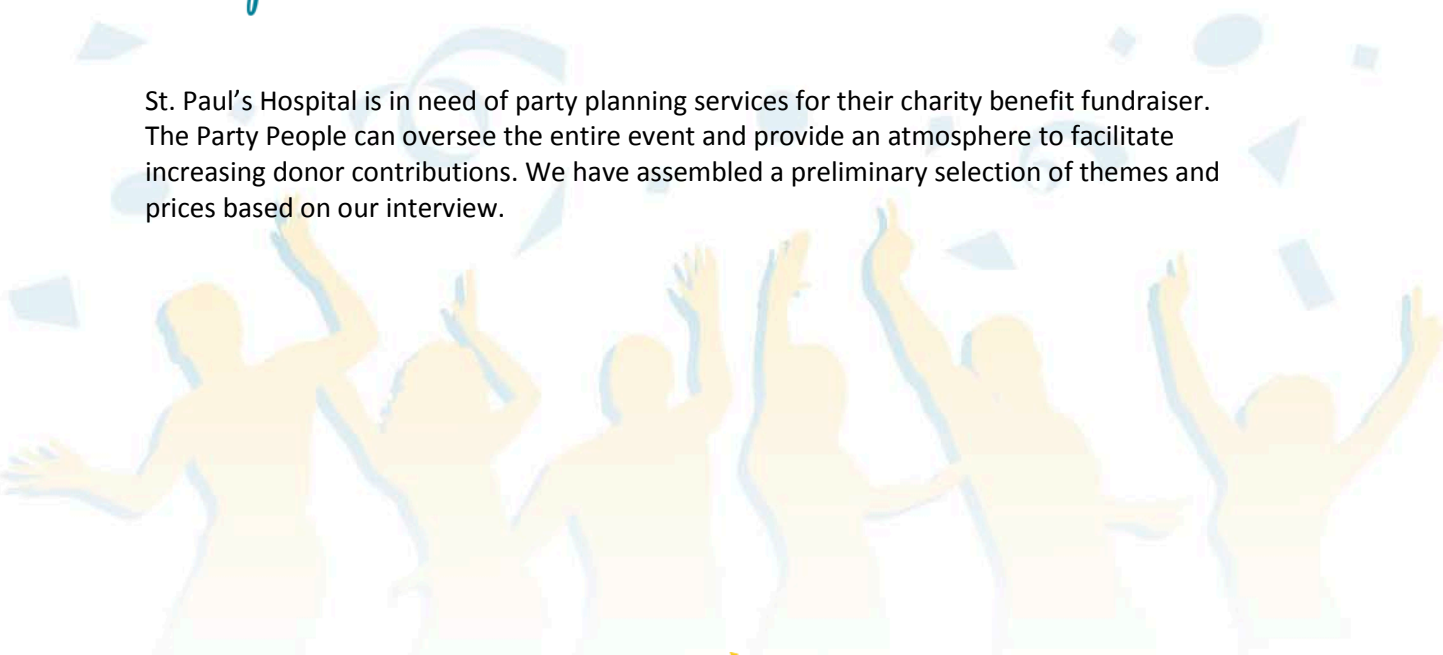
Quote

St. Paul's Charity Benefit

Prepared for: Lori Parsons
Executive Services Director

Prepared by: Kellie Fuller
Lead Consultant

Description



St. Paul's 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

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Services Provided

The Party People will provide the following services to St. Paul'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 £500.00.

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. A buffet for up to 25 people is available for £250.00.

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 is available for £400.00.

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 is available for £450.00.

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.



Samples

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 finalise 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 focuses 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 colours 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 colourful 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 colours, with fake gold coins strewn over the table linens and hundreds of purple, green and gold balloons obscuring the ceiling. Lighting will come from coloured 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 colourfully, 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.



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