

Event Proposal Letter to Client

John Doe

Senior Event Manager

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Mr. Mark Johnson

Chief Marketing Officer

ABC Corporation

456 Corporate Plaza

Gotham City, NY 10001

Dear Mr. Johnson,

Subject: Proposal for "ABC Corporation Annual Gala"

I hope this letter finds you well. I am writing to propose an event titled "ABC Corporation Annual Gala" tailored specifically for ABC Corporation. This event aims to enhance brand visibility, foster client relationships, and celebrate the achievements of the past year.

Event Overview

- **Event Name:** ABC Corporation Annual Gala
- **Date:** December 5th, 2024
- **Time:** 6:00 PM to 11:00 PM
- **Venue:** Grand Ballroom, Gotham City Convention Center

- **Target Audience:** Clients, Partners, Employees, Stakeholders

Objectives

1. Celebrate the successes and milestones of ABC Corporation.
2. Strengthen relationships with key clients and partners.
3. Showcase ABC Corporation's vision and plans for the future.

Key Activities

- **Welcome Reception:** Guests will be greeted with a welcome drink and networking opportunities.
- **Keynote Speech:** Delivered by the CEO highlighting the year's achievements and future goals.
- **Dinner and Awards Ceremony:** A formal dinner followed by an awards ceremony recognizing outstanding contributions.
- **Entertainment:** Live music and performances to create an engaging and festive atmosphere.

Benefits

The proposed event will offer numerous benefits, including:

- **For Attendees:** Exclusive networking opportunities and insights into the company's future direction.
- **For Your Company:** Enhanced brand visibility and strengthened client and partner engagement.
- **For the Industry:** Fostering collaboration and celebrating innovation and excellence.

Budget and Resources

To ensure the success of this event, we propose a budget of \$75,000 to cover the following expenses:

- **Venue and Equipment:** \$25,000
- **Marketing and Promotion:** \$15,000
- **Catering:** \$20,000
- **Speakers/Entertainment:** \$10,000
- **Miscellaneous:** \$5,000

We also seek support in the form of sponsorship, promotional assistance, and volunteers.

Conclusion

We are confident that the "ABC Corporation Annual Gala" will be a valuable and impactful event for ABC Corporation. Your support and approval are crucial to bringing this vision to life. We look forward to the opportunity to discuss this proposal further and address any questions you may have.

Thank you for considering our proposal. We hope to receive a positive response and collaborate with you to make this event a success.

Warm regards,

John Doe

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