



EVENT PLANNING PROPOSAL

This event planning proposal is meant to be a guide for helping your organization to plan a successful event. As a best practice, the information here should be determined before you commit to hosting the event; that way you are less likely to run into challenges or surprises along the way.

These resources were developed by the Student Activities team, who have over 30 years of combined experience planning all kinds of events—everything from large concerts to conferences to retreats and small group outings! While some items on this proposal may not apply, we wanted to create a guide that would be helpful no matter the size of event.

Logistical Information

Name of Event: _____

Event Summary: _____

Date: _____

Time: _____

Location (Include rain site if needed): _____

Contact Person: _____

Goals for the Event

1. _____
2. _____
3. _____
4. _____
5. _____

Initial Considerations

How does this event meet the mission of your organization?

Who is the intended audience for this event?



How will this event benefit the MSU, Mankato community?

Has this event taken place before? If so, what worked/What ideas would you like to keep doing?

Has this event taken place before? If so, what would you like to do differently?

In what ways can the members of your RSO and your advisor help with planning and running the event?

Budget

Sources of Funding	
Organization Budget	
Other	
Expenses	
Promotion Budget (approx. 10%) Print Media (Posters, handouts, etc.) Special Promotions Advertisement (facebook post boosting, etc)	
Performer:	
Production (lights, sound, etc.)	
Prizes:	
Food:	
Decorations:	
Supplies:	
Other (please explain):	
Total	



Promotion Plan:

What promotion ideas were you planning? Be creative! List all locations, times, and other details of your advertisements.

List of Collaborators to Contact

Collaborators could fill multiple roles; they could help with promoting the event, sponsoring the event, gathering supplies, organizing the event, or any other number of things!

Academic	RSO/Greek	Community/Other

Other Considerations:

What kind of attendance are you expecting? How will you verify potential attendees and track attendance?

How will you gather feedback on the event afterwards?

What potential challenges could you face in planning and putting on this event?

How can you plan ahead to accommodate for these potential challenges?

How will you know the event was successful (how are you defining success)?



Event Time Line

Now that you have an idea of who you might collaborate with, how you might promote the event, the goals of the event, and you've had a chance to think about other considerations, fill out the timeline below to get an idea of roughly when things should be done by. We've shared some potential items you might include in the timeline—if there are other things you can think of, include them as well:

- Contract Completed – Contact Collaborators – Complete Special Event Checklist – Confirm the Location – Invite Administration – Develop Marketing – Design Approved – Print Media and Press Release Distributed – Other

Item	Completion Timeline
	___/___/___
	___/___/___
	___/___/___
	___/___/___
	___/___/___
	___/___/___
	___/___/___
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