# Event Management Proposal

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| Dylan McDougal  Sports and More Events  3569 Willow Tree Ln.  Lincoln, NB 23455 |  | Jodie Lewis  Testicular Cancer Research  34567 Madison St.  Lincoln, NB 23455 |

Dear Mrs. Lewis,

We at Sports and More Events would like to submit our proposal for managing your 5K fundraising event. We have plenty of experience organizing local 5K events, and we are confident we could organize a successful fun event that will attract a large crowd. In the past, we were responsible for organizing the Race for the Cure run, a 5K for the YMCA, and a Relay for Life.

In this proposal, you will find an outline, timeline, and an overview of the services we would provide. Also included is a quote for managing the event.

The first action we would take is to have a meeting to discuss the details of the event to ensure that everything is handled to your exact specifications. During that meeting, we would create a detailed outline, including the timeline for your event. Once the date, venue and other details are finalized, we would begin to plan the event. We would have bi-weekly meetings to update you on the progress, as well as to discuss any important matters.

## Services Provided

1. One of the main services we provide is PR and marketing. We will promote and publicize the event through a variety of methods, including press releases, online marketing, placing posters in the local running stores and hospitals, and more.
2. We will secure the sponsors for the event in addition to those you have already gathered. These sponsors typically help to cover the cost of the run, including water, food, and the T-shirts.
3. We will organize and manage all the details of the event, including any road closures, setting up the start and finish line, finding volunteers for water stations, handling the registration of runners, and printing the T-shirts and bibs.

## Estimated Costs

For non-profits, we offer our services at a discount. Our fee is only 15% of the total cost of the 5K event.

We look forward to managing your 5K run.

Thank you,

Dylan McDougal

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