**Prepared for:**

Client Name [Client Company]

**Created by:**

Sender Name [Sender Company]

# Introduction

Overview

Our corporation, [Sender Company], continues to foster dynamic marketing campaigns through event and entertainment venues. In fact, we recently expanded our array of event and experiential marketing services, to augment marketing to sales conversions. Of our many target venues, feature event remains a feature event, as we host event and manage vendor marketing opportunities associated with the popular event. We are pleased [Client Company] was able to take advantage of our marketing services at last year’s name event, and would like to customize a marketing package to surpass last year’s exceptional results.

Recap

Last year’s annual event exceeded expectations. The event exemplified successful marketing, and emphasized consumer outreach, engagement, and interaction. Event Smash estimates that over number event attendees received one or more [Client Company] customized promotional items, during the four-day event. Furthermore, the designated promotional staff spoke with and gathered data from an estimated one out of five event attendees.

Online and virtual mediums also played a significant role in last year’s marketing campaign. The event website, prior and in anticipation to event kick-off, received nearly two times the number of site registrations as event attendees and about number additional registrants, post event. Over number post-event registrants entered a catch phrase from Pacific Blue signage tailored for Jam Fest, which supports that signage was well designed, positioned, and highly visible.

In addition, our specialized tracking and analytic applications show that three out of five event site visitors navigated to the [Client Company] site during or directly after visiting any event web page. Number of registrants had opted-in to receive information about [Client Company] products, and number had subscribed to the [Client Company] newsletter. Also impressive, one out of three event visitors clicked on a premium ad for [Client Company] products — number percent converted to a direct product sale.

Offer

In order to enhance [Client Company]’s marketing campaign and the [Client Company] experience at event, we would like to offer you our new premium marketing package. Last year, we offered our Premium Package to number vendors. However, this year, to center marketing themes around one vendor, we are making the Premium Package exclusively available to one vendor.

The pricing table below contains a detailed cost breakdown for each of our key areas of responsibility.

​Cost Breakdown

PRICING TABLE

Forecast

​While last year’s event set new records across all marketing and sales measures for [Client Company] from the preceding year, we project that this year’s event will push

[Client Company] past last year’s marks, with our Premium Package offering. In brief, based on last year’s offering, we expect outreach to increase number%, gross sales to increase by number%, and profits to increase by number%.

Details

The Premium Package includes the following base features:

• Cobranding of all event signage with [Client Company] name and logo, which strengthens and diversifies advertising messages and provides extensive [Client Company] brand exposure.

• Multiple vendor locations in the highest trafficked areas.

• Promotional staff and models to cover all event area, promote products, and educate consumers, without interfering with but rather enhancing event experience.

• Design of creative marketing themes and promotional activities.

• Design and distribution of four promotional items.

• Online front-page premium ad on event site.

• Newsletter design highlighting event presence.

Other features of the Premium Package, not included in last year’s package, include the following:

• Add an entire page on the event website dedicated to [Client Company], and allow for direct sale of products.

• Expand [Client Company]’s signage space at event. Showcase number% more [Client Company] premium event ads than last year.

• Provide three standardized tents to add an additional element of congruency in [Client Company]’s event presence.

• Provide one oversized and customized tent to help introduce and display [Client Company]’s newest product line.

• Develop strategic plans to enhance [Client Company]’s customer retention in conjunction with marketing efforts and expand its business partnerships.

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| Preliminary Status | This proposal constitutes a preliminary offering, and we would like to schedule a meeting to further discuss details, costs, and accommodate any additional plans. We would appreciate you directing questions to your designated [Sender Company] business development executive. Thank you. | |
| [Sender Company] | | [Client Company] |
| [Sender First Name] [Sender Last Name] | | [Client First Name] [Client Last Name] |