

# Sample Business Proposals

## Event Party Planner Services Proposal

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Lori Parsons  
Executive Services Director  
St. Adrian Hospital  
566 Alberta Street  
Boise, ID 83703

Dear Ms. Parsons,

Thank you for contacting The Party People to host the party for your charity benefit auction. We're very excited 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'm sure you are aware of our stellar reputation and equally impressive attention to detail. I think we can set the mood of the benefit to be so enjoyable that your patrons will give even more generously to your cause. In fact, we are so thrilled about the possibilities that we are willing to donate the consulting and planning fees with a complete party package (package will include planning, decorations, catering, DJ and open bar for up to 25 people). We truly believe that we can make this even phenomenal.

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 since 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. Adrian. 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. I would love to talk with you further about us making your charity benefit a smashing success! Thank you.

Sincerely,

Kellie Fuller  
Lead Consultant  
The Party People, LLC  
1400 Sherman Way  
Boise, ID 83702

office: 208.935.2245  
cell: 208.373.4933  
email: [kellie@TheBoisePartyPeople.com](mailto:kellie@TheBoisePartyPeople.com)  
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## Quote

# St. Adrian's Charity Benefit

Prepared for: **Lori Parsons**  
Executive Services Director

Prepared by: **Kellie Fuller**  
Lead Consultant



## Description

St. Adrian 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



## Services Provided

The Party People will provide the following services to St. Adrian'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 \$800.00.



### *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. Buffet for up to 25 people runs \$400.00.



### *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 runs \$625.00.



### *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 runs \$700.00.



### *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.





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 finalize 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 centers 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 colors 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 colorful 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 colors, with fake gold coins strewn over the table linens and hundreds of purple, green and gold balloons obscuring the ceiling. Lighting will come from colored 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 colorfully, 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.





The Party People, LLC's policies pertaining to our event services are outlined below.

Please note that the following policy statements will be included in your final contract with us.

### *Policy: Minimum Guaranteed Headcount/Price*

This proposal offers you menus from which to select. Although in many cases we offer a per headcount price, in this proposal, the final price for your event will be determined by the menu selections and quantities ordered. However, please be advised that for an event such as yours with meals, catering, entertainment, bartending services, use of rented furniture, decorations and place settings, we require a minimum price of \$2000.

### *Policy: Limited Time Offer*

The prices quoted are guaranteed for sixty days from the date of proposal submission.

### *Policy: Cancellation*

If you choose to cancel your reservation with us within 30 days of your scheduled event, we will refund 100% of your money. If you cancel within 15 days of your scheduled event, we will refund 50% of your money. If you cancel within 7 days of your scheduled event, we will refund 0%.

### *Policy: Rental/Damage*

When using our staff to serve at your event, The Party People, LLC covers the cost of insuring rented furniture, decorative items, place settings, and/or cooking and serving equipment. If you choose not to use our staff when renting furniture or other items from us, we require a damage deposit of \$500. When rental items are delivered to you, you will also receive a list of items that must be returned, with values for each piece. Your damage deposit will be refunded in full when all listed items have been returned in undamaged condition.

### *Policy: Payment due*

We require a 50% deposit at the time you contract with us and reserve a date for your event. We will bill you for the remainder of the total cost 30 days before your scheduled event. This remainder is due upon receipt and must be paid in full before the event.





# S A M P L E

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