

PDF Music and Arts Event Proposal Template Example

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RHYTHM AND HUES: A Fusion of Art and Music

Envisioning a harmonious blend of melody and color



EVENT NAME	Rhythm and Hues Festival
DATE OF PROPOSAL SUBMISSION	January 15, 20XX
PREPARED FOR	City Arts Council
PREPARED BY	Lori Garcia, Harmonic Events LLC

INTRODUCTION

Welcome to "Rhythm and Hues," a proposal for a unique festival that combines exhilarating musical performances with captivating visual art displays. Designed for promoters and organizers of cultural events, this template outlines a comprehensive framework to ensure the successful execution of a culturally enriching festival.

EVENT OVERVIEW

EVENT CONCEPT AND THEME	A two-day outdoor festival that blends live music performances with interactive art installations, creating a sensory experience that celebrates creativity and community.
EVENT DATE(S)	July 14-15, 20XX
EVENT LOCATION	Greenfield Park, Downtown Metropolis
OBJECTIVES AND ARTISTIC VISION	To foster a deeper appreciation for music and visual arts within the community, encourage participation from local and national artists, and provide a platform for emerging talent.

TARGET AUDIENCE

Art and music lovers aged 18-45, local families, tourists seeking cultural experiences, and students from nearby colleges. The festival aims to attract a diverse crowd with its eclectic mix of genres and art forms.

PERFORMERS AND EXHIBITS

The Azure Band	Indie rock group with a vibrant sound – headline performer
DJ Eclipse	Electronic music producer – late-night dance set
Sculptures by Elena R.	Interactive light sculpture garden – evening attraction

VENUE AND TECHNICAL REQUIREMENTS

Venue	Greenfield Park - Offers a natural amphitheater setting, art exhibit space, and vendor areas.
Technical Requirements	State-of-the-art sound systems for the main stage and secondary stages, lighting rigs for evening performances, and mobile power stations for art installations.

MARKETING AND PROMOTION

Utilize social media campaigns, local radio partnerships, and art influencer collaborations to generate buzz. Promotional materials include vibrant posters, teaser videos featuring artists and performers, and early bird ticket promotions.

SPONSORSHIP AND FUNDING

- Platinum Sponsor: \$50,000 - Main stage naming rights, VIP hospitality suite, and extensive brand visibility.
- Gold Sponsor: \$25,000 - Secondary stage sponsorship, branded lounge area, and social media shoutouts.

BUDGET OVERVIEW

Talent Booking	Venue Rental	Marketing	Art Installation	Security and Staffing	TOTAL
\$40,000	\$10,000	\$15,000	\$20,000	\$5,000	\$90,000

LOGISTICS

Transportation for artists and equipment, local hotel accommodations, detailed event schedule including setup and breakdown times, and coordination with city officials for permits and security.

SUCCESS MEASUREMENT

Measuring success through ticket sales, social media engagement, attendee feedback surveys, and media coverage. A post-event report will highlight key outcomes and areas for future improvement.

APPROVAL AND NEXT STEPS

Please review this proposal and share any feedback or adjustments needed. Upon approval, Harmonic Events LLC is ready to proceed with detailed planning and execution phases.

SIGNATURE

Name

DATE

MM/DD/YY

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