

Check List for Event Organizers

Annexure 2

*** All documents need to be signed by the organizer page by page with company seal.**

1. Comprehensive project proposal and estimated budget

(Following information should include in the project proposal)

- 1.1. Name of the project
- 1.2. Background of the project
- 1.3. Rational
- 1.4. Marketing Plan
- 1.5. Event Plan
- 1.6. Risk assessment (insurance cover etc)
- 1.7. Event sustainable plan
- 1.8. Media & Publicity plan
 - 1.8.1. International media coverage with proposed deliverables (Print Media, Digital & Social Media, Electronic Media, Magazines, Earn Media etc)
 - 1.8.2. Local Media with propose deliverables (Print Media, Digital & Social Media, Electronic Media, Magazines and Earn Media etc.)
 - 1.8.3. Onsite Branding Opportunities with proposed deliverables
- 1.9. Financial plan
 - 1.9.1. Income Statement with break downs
 - 1.9.2. Expenditure Statement with break downs
- 1.10. KPI's of the Event
- 1.11. Outcome
- 1.12. Output
- 2. Other Source Documents
 - 2.1. Other Sponsors details including their contribution
 - 2.2. Propose Key Deliverables Statement
 - 2.3. Proof for past experience for Similar Events
 - 2.4. Business incorporate certificate and Directors Details/ Business registration certificate (need to be certified by the company seal)
 - 2.5. Last three years audited financial statements
 - 2.6. Banking Details(Bank Name, Account Number and Branch)