**A Sample Proposal**

**\*Schools are expected to please write your own unique proposal**

Below is an outline of a sample proposal. Please use this as a reference as you build out your own proposal:

1. Letter of Intention and Support from Institution
2. Campus Contacts
3. Proposed conference dates
4. Overview Budget
5. Food & Meals
6. Transportation Options and Shuttling from Hotel to Campus Options
7. Lodging Options
8. Conference Facilities
   1. Keynotes
   2. Opportunities Fair
   3. Workshop Spaces
   4. Administrators Reception
   5. AV and other Technology
9. Other costs

1. Letter of Intention and Support from Institution

Dear Members of the IMPACT Board of Directors,

[School Name] is proud to indicate our interest in serving as the 20XX IMPACT National Conference host. We are pleased to welcome the IMPACT annual conference that builds on the legacy of the student service, social justice, and civic engagement movement to [City Name].

The letter here contains follow-up to our September proposal with support letters from the [School]’s Provost and the Executive Director of the [State] Campus Compact. Additionally, there is specific information about the room usage, meals, housing, and large space usage with audiovisual support.

**Conference Facilities:** [Main Building Name] located in the center of the [School Name], provides dining services and meeting space that will allow for the Opportunities Fair location and classroom space for workshops. Additionally, classroom space in nearby buildings close to the [Main Building Name] will be used. Given the [School Name] will be on spring break, classroom space will be available. AV and other technologies are available in the [Main Building] ballroom and in classrooms. A detailed listing of rooms available in all academic buildings is listed below.

**Keynote speaker space:** [School name] will provide a large ballroom and large reception space for the keynote speakers forums and Oxfam Hunger Banquet respectively. Audiovisual, staging, two screens, and speaker support will be provided.

**Meals:** All meals will attendees will be provided by the [School Name’s] dining services catering department. All rooms will be available for guests to eat their continental breakfast and boxes lunches there. Tables and chairs are located in each room.

2. Campus Contacts

Below are the contacts for the conference moving forward:

John Doe

Director of the Center for Community Service

[Johndoe@hostcampus.](mailto:Johndoe@hostcampus.com)edu

555-555-5555

John will be your main contact for all questions regarding conference planning.

Jane Deer

Event Coordinator

[janedeer@hostcampus.edu](mailto:janedeer@hostcampus.edu)

555-555-5555

Jane will be your main contact for all questions regarding event spaces and logistics

3. Proposed Conference Dates

Feb 18-21, 2021

4. Overview Budget (based on pre-COVID attendance of ~600 attendees)

|  |  |  |  |
| --- | --- | --- | --- |
| Proposed Budget | | | |
| Meals provided by campus dining services | | | |
| Meals | Friday, Saturday, Sunday | Varies per meal/person  Breakfast $5-6  Lunch $7-8  Dinner $8-9 | $35,000-40,000 |
| Sponsorship Reception | Friday | $15 per person | $1,000-$1,5000 |
| **Total** | | | **$36,000-40,000** |
| Facility Costs | | | |
| Classrooms | Thursday, Friday, Saturday, Sunday | 40 rooms - includes AV | $0-$2,000 |
| Keynote Space | Includes AV, stage set up, chairs, and two screens |  | $0-$2,000 |
| **Total** | | | **$0-$4,000** |
| **Grand Total** | | | **$40,000-$45,000** |

5. Food & Meals

Information regarding food and meals are located in the following section. Please note that these prices are subject to change based on needs articulated by the IMPACT Conference Planning Committee and the anticipated number of attendees. The estimated total cost of food and meals is $35,500. The proposed menu and budget below was developed in consultation with our campus dining vendor, [vendor name].

**Meal Descriptions**

**Breakfasts** will be a “deconstructed” continental breakfast with a variety of pastries that would change each day. In addition, Trail Mix Packets and Granola Bars, fruit, coffee, tea and iced water will be available in two locations based on workshop locations.

**Lunches** Friday, based on campus needs, will be Express Bagged Lunches that can be distributed in multiple conference locations. This “grab and go” option will provide attendees a place to sit and not have to juggle a plate and beverage while looking for a seat.

Saturday lunch will be a casual hot buffet or Expressed Bagged Lunches. The hot buffet would be a great option to consider but we also recognize that the food and servers present a higher price tag.

**Dinners** on Thursday and Friday evenings will be served buffet style. The menu would be a balanced buffet with a salad, lean protein choice, vegetarian starch option (e.g. a pasta or orzo type dish), vegetable side and dessert.

|  |  |
| --- | --- |
| Estimated number of Individuals | |
| Breakfast | 450-500 people |
| Lunch | 650 people |
| Dinner |

*Special Notes on Meals*:

· As mentioned on our call, due to the costs, we may have to forgo dinners to remain in budget. There are a number of local eateries just north of campus that would serve as great alternatives. Check out these restaurantsat the following website: [website].

**Sponsorship Reception**

Provide food, beverage (including alcoholic if possible) costs for 75-150 people in attendance. Food should be appetizers and light fare.

6. Transportation Options

**Air Travel**

For those traveling by plane, [local airport]] (Airport Code: XXX) is conveniently located XXX minutes from the campus.

**Ground Transportation from Airport to Campus**

There are several options for travel from the airport to campus. Ground transportation from airport to campus can be arranged via taxi, subway, as well as shuttle service.

The subway allows access to the [city] Metro area, as well as parts of the neighboring area. For $XXX, visitors can take the subway from [airport] to campus or other locations. Please visit[subway website] for more information.

A 24-hour taxi service is located directly across from baggage claim. Cab fare is $XX-$XX each way.

**Shuttle Transportation**

[Campus name] has worked with two shuttle companies, which offer excellent service.

**Shuttle Serve #1**

email@email.com

Call 555-555-5555

Mention you are working with [school name] for a discount

Rate: $XX/hour (Additional fees may apply)

**Shuttle Serve #2**

email@email.com

Call 555-555-5555

Rate: $XX/hour

Details: See pdf attached provided by the shuttle company.

7. Lodging Options

Hotel and lodging options are conveniently located within 15-20 minutes away from campus.

|  |  |
| --- | --- |
| Hotel Name | **Hotel 1** |
| Address | [address] |
| Website | [website] |
| Group Rates | $99.00 for Plaza Two Queens  ($109.00 for Triple and Quad Occupancy)  $119.00 for Executive Two Queens  ($129.00 for Triple and Quad Occupancy) |
| Number of Rooms | 20 of our Plaza Two Queens and 20 Executive Two Queens are available. |
| Transportation | Complimentary shuttle service to and from [airport] |
| Hotel Contact Information | Jane Doe, Sales Manager  555-555-5555 (direct line)  email@email.com |
| Notes | These rates are special [campus] rates. Accessible by subway |

|  |  |
| --- | --- |
| Hotel Name | **Hotel #2** |
| Address | [address] |
| Website | [website] |
| Group Rates | $120 for Single and double rooms.  $150 for Executive King Suite  $160 for One Bedroom Suite |
| Number of Rooms | 100 single and 55 double rooms are available. |
| Transportation | Shuttle service to and from campus is available at $XX per day. No Shuttle service from Airport. |
| Hotel Contact Information | John Doe, Associate Director of Sales  555-555-5555 (direct line)  email@email.com |
| Notes | Unique website for online registration is available at no additional cost. Accessible by subway. |

8. Conference Facilities

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Type of space needed | Specifications for space needed | Location(s) & Capacity(ies) | Cost (if any) | Key Contact to Reserve | Other Notes  (Technology available in the room, etc.) |
| **Office space**  **(1 week leading up to event)** | Space for up to 10 people to work; high-speed wireless internet connection; ability to lock door and stow equipment/supplies  (can be the campus’ community service/student engagement office if there is room) wireless internet and printing possibilities | **A104** | **0** | **Sandra Scheduler** |  |
| **Prep space and Planning Committee Work room**  **(Wed and Thurs before event)** | Ideally the same area or nearby space used for Registration and the Opportunities Fair |  |  |  |  |
| **Registration**  **(Thursday evening and Friday morning only)** | Space that can hold up to 10 tables for check-in, with lots of space for foot traffic; high-speed wireless internet access (could be a public area) |  |  |  |  |
| **Information Desk**  **(Fri, Sat, Sun)** | Space that can hold three tables for continued check-in throughout the weekend; high-speed wireless internet access |  |  |  |  |
| **Opportunities Fair**  **(Fri, Sat, Sun)** | Space that can hold up to 50-60 six or eight foot tables for sponsors/exhibitors |  |  |  |  |
| **Thursday Forum rooms**  **(afternoon only)** | 4- 8 rooms of larger capacity – ranging from 50-75. All should have high-speed wireless internet access and A/V equipment (or the ability to have A/V equipment, such as an LCD projector) |  |  |  |  |
| **Workshop rooms**  **(Fri, Sat and Sun)** | Up to 20-25 rooms; ten should have a capacity of 20-40; ten should have a capacity of 40-60; five should have a capacity of 60-90; all should have high-speed wireless internet access and A/V equipment (or the ability to use A/V equipment such as an LCD projector); should be within 5-10 minute walk of Registration and the Opportunities Fair |  |  |  |  |
| **All-Conference Sessions - Opening**  **(Thurs, Friday and Saturday evenings – 4:00 to 8:00pm)** | Space in a theater/auditorium/gym/multipurpose room that has a capacity of at least 600-700; wireless internet, has an LCD projector and AV sound system capabilities (portable video screens, live social media broadcasting, etc.) |  |  |  |  |
| **All-Conference Closing**  **(Sat. or Sun.)** | Can be same space as opening, but only needs to hold up to 500-600 people (since some people leave early to travel home) |  |  |  |  |
| **Dining space**  **(Fri, Sat, Sun)** | Space for masses of people to eat the following meals: breakfast on Fri, Sat, Sun; lunch on Fri, Sat; can consider “grab and go” or box lunch for one meal or two (can be in dining halls co-mingled with host campus students) |  |  |  |  |

**Workshop Room Usage**

Below is a list of the classrooms available for workshops. These rooms are already booked and on hold for the proposed dates.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 20-40 capacity | | 40-60 capacity | | 60-90 capacity | |
| Room | Capacity | Room | Capacity | Room | Capacity |
| A101 | 30 | A106 | 60 | B104 | 85 |
| A102 | 32 | A107 | 60 | ZZ102 | 90 |
| A103 | 25 | C101 | 45 | Z105 | 90 |
| A104 | 32 | C103 | 40 | Z107 | 90 |
| B101 | 30 | D104 | 60 |  |  |
| B102 | 35 |  |  |  |  |
| B103 | 35 |  |  |  |  |

**Facility**

Lastly, the location of choice for the event will be Umrath Lounge.

[Umrath Lounge](http://eventmanagement.wustl.edu/items/umrath-lounge/)- carries a cost of $125. Location is a courtyard away from our main student center, but recognized as a very formal space.

**Other Considerations and additions that can be added as applicable:**

1. Provide a map of city/area
2. Provide a map (or link) of campus map with proposed areas highlighted
3. Provide a list of nonprofits / community partners