



**Sport Event Proposal**  
**Weighing of the Proposal: 50% of the Final Mark**  
**Word count: 2000 +/-10%**  
**Due date: Week 16, Friday, January 31st, 2021**  
**Proposal approved by Week 7**

Write a Sport Event Proposal, intended to schedule, plan and describe sport event of your choice, and justify the event concept in relation to the topics learned throughout this module.

1. Introduction – short description of the event including the mission and vision of the event
2. Location, Duration and Schedule of the Event
3. Event Conceptualization and Planning
  - a. Goals and Objectives of the Event
  - b. Staffing
  - c. Infrastructure Arrangements
  - d. Event Budgeting
  - e. Sponsorships
  - f. Key Stakeholders in the Planning Process of the Event
  - g. Contribution of the Event to the Tourism Goals of the Selected Region\*
  - h. Planning for Contingencies and Event Risks
  - i. Target Audience for the Event
4. SWOT analysis of the event
5. Event Marketing, Media Promotion and Relations
6. Conclusion
7. References