I. Executive Summary

(begin typing here…type this section LAST!...it will be single-spaced)

**II. Description of the Event, Product or Service**

(erase, then begin typing here)

**III. Campaign Objectives**

(erase, then begin typing here)

**IV. Campaign Target Market**

(erase, then begin typing here)

**V. Campaign Activities and Schedule**

(erase, then begin typing here)

**VI. Budget**

(erase, then begin typing here)

**VII. Key Metrics**

(erase, then begin typing here)**X. – BIBLIOGRAPHY**

**XI. – APPENDIX**

(include all email/letters to/from your business partner; complete copies of all questionnaires, surveys, and interviews; photos or other depictions of any elements of your proposal – newspaper ad layouts, billboards, TV commercial storyboards, radio ad scripts, press release, etc.) **ERASE THIS TEXT BEFORE PRINTING!!!**