

Perfect Basic Brand Proposal

What is it?

It's pretty simple: **a brand proposal is a written offer** from a bartender or an event organiser to a potential brand partner for a collaboration.

Why it is important?

Proposals is the way brands communicate. In order to create relationships with brands you **MUST** understand the language they speak. A great idea can be ignored by a brand if it communicated to them incorrectly.

How many times have you been rejected by a brand even though you KNEW the idea was a winner?

First of all, it is a great skill to have - to know how to create a great proposal, since a great proposal can make or break a sale. Secondly, it's good business etiquette, don't simply ignore it. If you want to have an official partnership with a brand or a company, in the end everything will always come down to what is written on paper as opposed to discussed over the phone or in person.

InsiderTip: if you request anything from a brand, either it is just free stock or promo materials, or sponsorship and a budget - always do it in a written way. Keeping emails communication can always back you up in case of any misunderstanding or issues.

How to do it? Where to start?

A brand proposal can essentially be broken down to 2 parts - **Logistics + Marketing!**

Here is a basic list of the main core topics you need to cover when writing a brand proposal:

- Introduction
- Description of your idea | project
- Brand integration
- KPIs
- Timeline and Budget

Introduction

Explain who you are, include following:

- Your name
- Your position at the bar/company
- Provide bar details - what's the bar concept, awards & recognitions, include pictures, provide social media channels & links.

InsiderTip: If you already working with the target brand, include brand sales, menu listings or simply highlight your existing POSITIVE relationship.

The biggest enemy of organising a successful collaboration is **ASSUMPTION**. Never assume that the person on the other side of the email know who you are, what you are or the things 'you have achieved' or cares about your future ambitions.

The final decision maker is usually the brand manager that has to deal with hundreds of proposals annually.

Description of your idea or project

Describe in one sentence what is your idea or project you're willing to do. Be specific.

Answer following questions:

1. What are you planning to do?
 - Guest bartending (guest shift)
 - Seminar of guest speaker
 - Staff party
 - Pop up
 - Themed event
2. What is the purpose of this idea?
 - Local or International PR
 - Community engagement
 - Sales
 - Foundation for a long-term brand partnership
3. Who is your target audience?
 - Industry
 - Consumers
 - Mix of both
4. What are the PR communicational channels you plan to use?
 - Digital | blogs, influencers & social media platforms etc.
 - Traditional | magazines, radio, newspaper etc.

InsiderTip: Provide basic details for the type of activity. For example, a 4 hour guest bartending shift on date X with a 3 drink cocktail menu.

Brand Integration

Keep in mind: brands' ultimate goal is to sell their product, either way, your idea or a project, should always have an impact on a brand performance (sales or marketing). Be specific in your proposal, explain how your project is relevant to the brand and why it has to be involved.

1. How are you planning to integrate the brand partner?
 - A branded bar or area
 - Printed promo materials
 - Educational integration
 - Social media PR
 - Event menu listing
 - Sample giveaway
 - Direct Guest Interaction
2. What brand is going to achieve from this collaboration?
 - Brand awareness & exposure to the bartending community
 - Category exclusivity per event day/night
 - Special offers/promos
 - Media coverage
 - Volume of sales

Brand integration can range from the basic to the most conceptual. The key is to make a clear link between the event & the brand in order for this to make sense as an investment for the brand.

Timeline & Budget

A brand proposal can be internal within a company or as part of a collaboration with an alcohol brand. Regardless what you're asking for is an **INVESTMENT**.

Insider Tip: A brand's investment is lot more than the amount of budget you're asking for. Internally a company needs a member of staff to spend time managing your event, send you stock, be present at the event itself & then report back. For the brand the number is usually a lot higher than specified in your budget plan. If you manage to create a relationship where you make a brands life easier you will end up getting a lot more support & money in the future!

Explain the timeline of your event or project - when does it start, for how long it will go on, etc. Don't exclude minor details, here they are important. Set clear deadlines & milestones for when you expect brand to be involved.

There's nothing sells better than an organised plan with numbers!

The main question - **how much does it cost?** Include a budget layout, here's an example of budget statements that could be involved in an event organisation:

- Guest speaker fee
- Guest speaker travel & accommodation (hotel, Airbnb, flights etc.)
- Guest speaker hosting expenses (meals, taxi, PCR tests, welcome gifts etc.)
- Promo materials design services (designers etc.)
- Production of promo materials (printing, delivery etc.)
- Stock & Event Preparation (ingredients of drinks etc.)
- PR coverage (paid influencer PR, billboards, local radio etc.)
- Video production + Photography
- Agency services & fee (PR, Events & any outsourced tasks etc.)
- and many more...

The list could expand as much as you need, or it could be less. It is important is that you include and consider every possible expense in order not to underestimate and later on have miscommunication with the brand. Nobody likes hidden costs & they can negatively impact your relationships with companies, guests & internally within your organisation.

Let's dive into a Budget Breakdown example and see in details what we've just covered above.

Budget Breakdown Example

TYPE OF EXPENSE	COST
Guest Speaker Fee	1.500 €
Flight Tickets	400 €
Accommodation	350 €
Travel Expenses (airport transfer, meals, PCR test, etc.)	300 €
Guest Shift Ingredients	150 €
Hosting Expenses (3 days x meals, transfers, welcome gift, city sightseeing, etc.)	400 €
PR materials production	100 €
Alcohol (5L of Bacardi to cover free drinks during seminar)	-
TOTAL	3.200 €

BRAND PROPOSAL TEMPLATE

Insider Tip: In the end your proposal needs to 'make sense' for the target brand & needs to be written out as a WIN:WIN for both parties. Either from a commercial or marketing perspective you have to justify the value to the end party.

NAME	Mike Richardson
YOUR BAR	Bar Phoenix
YOUR POSITION	Bar Manager
ADDRESS OF THE BAR	London street, 174 Valencia Spain
SOCIAL MEDIA	Click here for Instagram page
TYPE OF EVENT	Guest bartending & Seminar by Mario Farulla
TARGET AUDIENCE	Local and regional bartenders
EVENT DESCRIPTION	<p>We plan to organise a 3-days visit from an international known bartender Mario Farulla from Italy. Mario is famous for bringing 2 different concepts into the Worlds 50 Best Bars as well as winning the Best Bar Manager of 2019 by Bargiornale in Italy. The leading industry publication in the Italian community.</p> <p>We plan to</p> <ul style="list-style-type: none"> - Organize a seminar/public talk from Mario for the community on a "Global Bar Industry challenges" topic. - Organize a guest bartending - Mario is preparing his signature cocktails
MAIN OBJECTIVE/S	<ul style="list-style-type: none"> - Bartending community engagement - Educational content - Drive cocktail culture
BRAND INTEGRATION	<p>We offer Bacardi-Martini to become an official brand partner for this event.</p> <p>We offer</p> <ul style="list-style-type: none"> - Brand presence at all printed & digital materials (online pre & post PR articles, photo&video reports, logos on the menu & posters) - Official sponsor during Mario's seminar (logo on the presentation & public announcement) - Category exclusivity at the venue during the event days - Signature cocktails from Mario based on Bacardi-Martini portfolio (brands upon your choice) <p>Additionally, you are welcome to have a branded bar corner, present your promo materials, interaction with bartenders upon your choice.</p>
CURRENT BRAND STATUS AT THE VENUE	Please, see brand sales & menu listing attached. We're open for negotiations.

KPIs	<ul style="list-style-type: none"> - 100 bartenders - 150+ special serves during the seminar - PR & bar awareness
PR SOCIAL MEDIA	<ul style="list-style-type: none"> - 3 pre-posts on our Instagram account with event announcement, mentioning our main brand partner - 2 post-reports and photos from the event, including video - IG stories during the event day - PR article in the local online spirits magazine
EVENT DATES	March, 1-3, 2022
EVENT TOTAL BUDGET	3.200€ (see budget breakdown below)
PROPOSED AGENDA	
DAY 1	<ul style="list-style-type: none"> - Inbound flight - Hotel check in - Venue visit: prepare ingredients, check the - Dinner - Bar tour (visit 3-4 bars)
DAY 2	<p>Event day:</p> <ul style="list-style-type: none"> - 12:00 - 16:00 seminar at the venue, Q&A with bartenders, free drinks, communication - 16:00 - 19:00 fresh up, dinner - 19:00 - 23:00 guest shift for bartenders (bar stays open for consumers)
DAY 3	<ul style="list-style-type: none"> - Hotel check out - Breakfast / lunch - City sightseeing - Outbound flight

DISCLAIMER: This is just an example of a proposal template. It can be modified upon your preferences, needs and purpose. The aim of this document is to show the best way how to communicate with brand partners and provide relevant and important information in order to achieve your objectives.

[CLICK HERE TO DOWNLOAD THE BLANK PROPOSAL TEMPLATE](#)