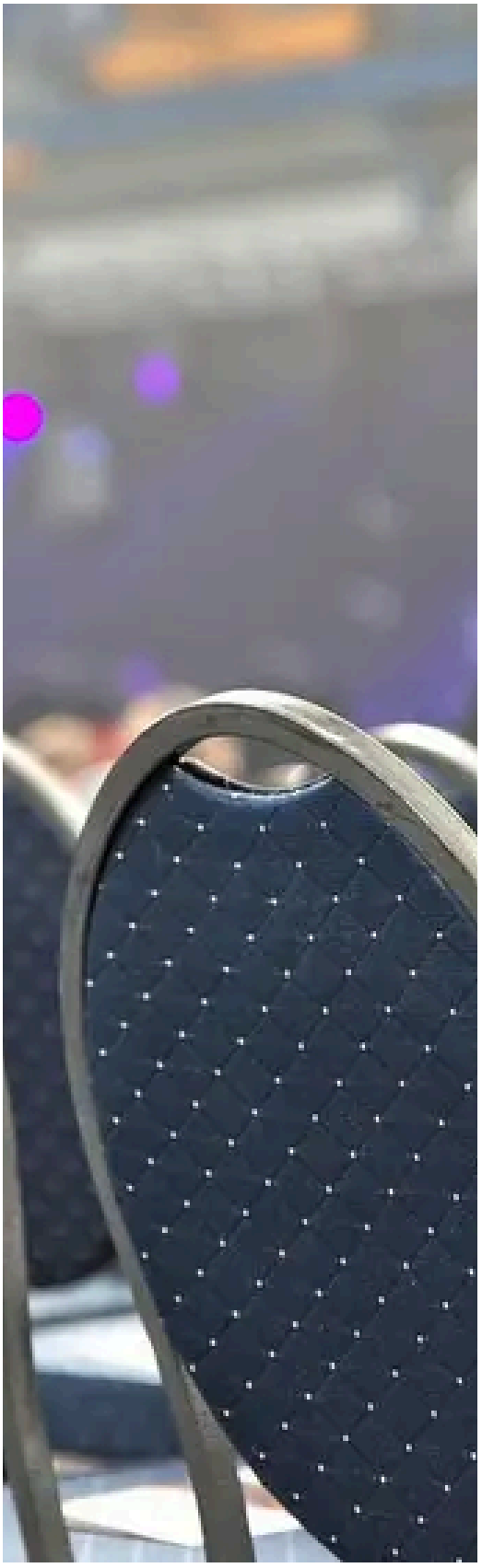
EVENT PROPOSAL

A launch night your guests will still talk about on Monday



One evening, 200 guests, every one of them hands-on with the new speaker range. Our fee, the event costs and every date you need to decide by, on one page each.

Prepared by Lantern Row Events

PREPARED BY	PREPARED FOR	DATE	VALID UNTIL	REF	CURRENCY
Lantern Row Events	Brightfield Audio	09 Nov 2026	30 Nov 2026	LRE-2026-047	GBP

EXECUTIVE SUMMARY

01 The opportunity

Brightfield Audio launches its new speaker range in March 2027 and wants one evening where press, retail buyers and loyal customers hear the products for themselves. You asked for 200 guests in a venue with good sound, demo stations people actually use, and no surprises on cost.

We propose an evening launch on Thursday 18 March 2027 at a venue we are holding for you until 30 November 2026. This proposal keeps our planning fee separate from the event costs you pay suppliers directly, and lists every decision you need to make, with its date.

200 Guests

18 Mar 2027 Event date

30 Nov 2026 Venue held until

WHERE YOU ARE TODAY

02 The challenge & your goals

THE CHALLENGE

Launch nights often lose their guests to the bar: people come, chat and leave without trying the product they were invited to see.

Costs drift when supplier quotes, guest numbers and late changes are not tied to a budget and a date everyone agreed.

GOALS

01 Every guest tries the product

Six demo stations with staff, and a run of show that moves guests through them before the keynote.

02 Press leave with a story

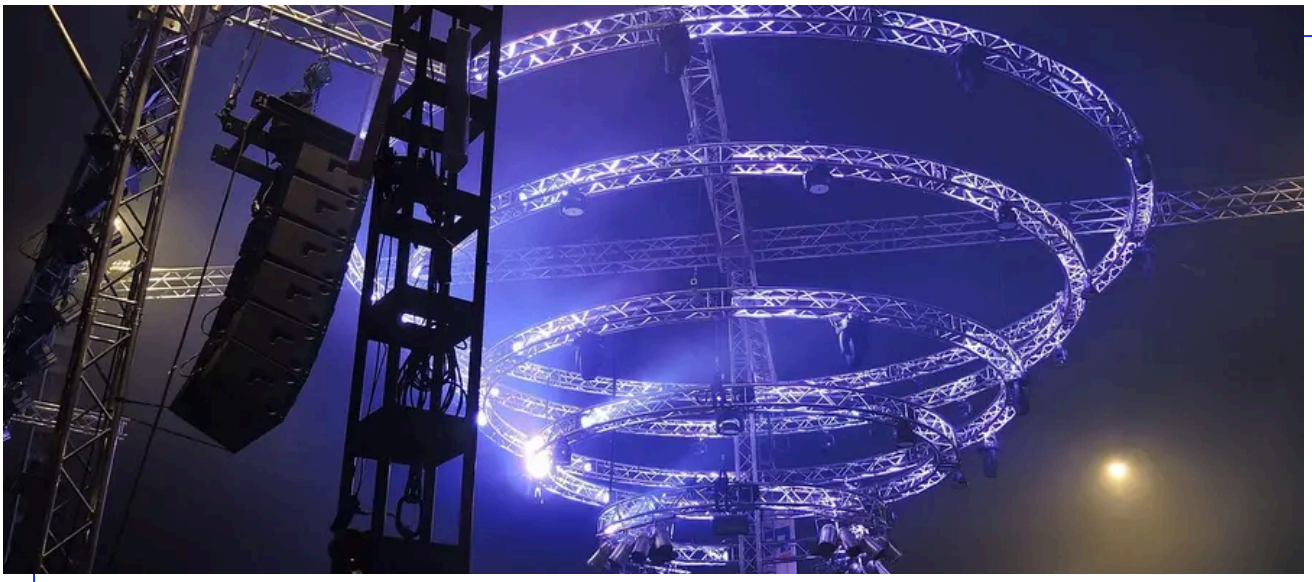
A 15-minute keynote, a quiet interview room, and photos delivered the next morning.

03 One budget, no surprises

Supplier costs tracked against the estimate below, and nothing spent from the contingency without your approval.

03 HOW WE'LL GET THERE

Our approach



We plan and run the evening in three stages. Each stage ends with something you approve.

01 **Plan and book**

Venue contract review, supplier quotes for catering, AV, staging and photography, the guest list and invitations.

02 **Produce**

Run of show, demo station design, keynote staging, a full technical rehearsal on the afternoon of the event.

03 **Run the night and close out**

Our on-site team from 2pm to 11:30pm, then a reconciled budget and the photo selection within 14 days.

04 WHAT YOU'LL RECEIVE

Deliverables

01 **Venue booking and contract review**

We check the venue contract before you sign, including its own cancellation and minimum-spend terms.

02 **Supplier shortlist and bookings**

Two quotes each for catering, AV and staging, and photography, with our recommendation.

03 **Guest management**

Invitations, RSVPs, dietary needs and on-the-night check-in for 200 guests.

04 **Run of show**

A minute-by-minute plan for the evening, shared with every supplier.

05 **On-site team**

An event lead and three coordinators from 2pm setup to 11:30pm close.

06 **Wrap-up report**

Every supplier invoice checked against the budget, plus the agreed photo selection.

WHO YOU'LL WORK WITH

05 The team

NP

Nadia Petrova
Event lead

Your main contact from signing to the wrap-up report, and on site all evening.

SA

Samuel Adeyemi
Production manager

Runs the suppliers, the rehearsal and the run of show on the night.

WHEN IT HAPPENS

06 Timeline



01 **Sign and pay the deposit**

By 30 Nov 2026

The venue hold expires on this date. After it, the date and price may not be available.

02 **Approve suppliers**

By 18 Dec 2026

Choose catering, AV and photography from our shortlist so we can book them.

03 **Approve the guest list**

By 29 Jan 2027

Invitations go out on 8 February 2027.

04 **Confirm final guest numbers**

By 4 Mar 2027

Catering is charged on this number, 14 days before the event.

05 **Launch evening**

18 Mar 2027

Setup from 2pm, doors at 6:30pm, keynote at 7:30pm, close at 11pm.

06 **Wrap-up report**

By 1 Apr 2027

Reconciled budget and the photo selection.

INVESTMENT

07 Investment

Our planning fee (fixed)	**£8,700.00**

What you pay Lantern Row Events.

Planning, venue and supplier management	**£5,200.00**
On-site team on the night (lead and 3 coordinators)	**£2,400.00**
Guest management and check-in	**£1,100.00**

Estimated event costs (paid to suppliers)	£35,090.00

You contract and pay suppliers directly. Estimates from current quotes.

Venue hire, exclusive evening	**£9,500.00**
Catering: canapes and drinks (per guest)	200 × £55.00 **£11,000.00**
AV, staging and lighting	**£8,800.00**
Photography and video	**£2,600.00**
Contingency, 10% of supplier costs (only with your approval)	**£3,190.00**

Subtotal	**£43,790.00**
TOTAL	**£43,790.00**

Payment terms Our planning fee: 40% on signing, which secures the venue hold and our team, 40% eight weeks before the event, and 20% within 14 days after it. Event costs: you sign each supplier's contract and pay them on their own deposit terms; we check every supplier invoice against this budget. Prices exclude tax. Example prices: replace them with your own rates.

THE FINE PRINT

08 Terms & conditions

01 Final guest numbers

Catering is charged on the number you confirm by 4 March 2027. We can add guests after that if the venue and caterer agree, but the confirmed number is the minimum you pay for.

02 Supplier contracts

Suppliers contract with you, so their own cancellation and payment terms apply to their part of the event. We review each contract before you sign.

03 If you cancel or postpone

More than 90 days before the event: we keep the 40% deposit. 30 to 90 days before: 60% of our fee is due. Less than 30 days before: our full fee is due. Anything you have paid above the amount due is refunded within 14 days. You can postpone once, within 12 months, with no extra fee if our team is free on the new date.

04 Changes

Any change to the scope, such as a second venue room or 50 more guests, is agreed in writing, with its cost, before we act on it.

05 Late decisions

If a decision on the timeline arrives late, supplier prices or availability may change. We tell you the effect the same day.

06 Validity

This proposal, its prices and the venue hold expire on 30 November 2026.

LET'S BEGIN

09 Acceptance

To go ahead, sign below by 30 November 2026 and we will confirm the venue the same day and send the supplier shortlist within two weeks.

Brightfield Audio
Hana Kowalczyk
Marketing Director, Brightfield Audio

Date: _____

Lantern Row Events
Nadia Petrova

Date: _____