

SAMPLE CONSULTANT PROPOSAL PROVIDED FOR REVIEW AND LEARNING PURPOSES ONLY
(Customize, as needed, for your project.)

Consultant Proposal: Strategic Planning & Audience Development

Submitted by: XYZ Consultants

For: ABC Ensemble

Budget: \$5,000

Project Title:

Strategic Growth & Audience Engagement Initiative

Overview:

ABC Ensemble is embarking on a strategic initiative to strengthen its organizational direction and deepen its connection with current and potential audiences. XYZ Consultants will support this effort by providing expert guidance in strategic planning and audience development.

Scope of Work:

- Conduct a comprehensive assessment of ABC Ensemble's current strategic framework and audience engagement practices
- Facilitate 2–3 planning workshops with ensemble leadership and stakeholders
- Develop a tailored strategic plan with clear goals and implementation steps
- Create a targeted audience strategy aligned with ABC Ensemble's mission and artistic vision
- Provide final recommendations and a roadmap for execution

Timeline:

Project duration: 8–10 weeks

Start date: [Insert date]

Completion date: [Insert date]

Deliverables:

- Strategic Plan Document
- Audience Engagement Strategy
- Workshop Summaries
- Final Presentation to ABC Ensemble leadership

Budget Breakdown:

Item	Cost
Consultant Fees (Planning & Facilitation)	\$4,200
Materials & Resources	\$300
Travel/Logistics (if applicable)	\$300
Administrative Support	\$200

Total | \$5,000 |