



Project Proposal

Prepared for: Asst. Advertising Executive

Prepared by: Billboard Inc.

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Proposal number: yourlastname-110107

It has come to our attention that the Pennsbury Marketing Group is doing very exciting things in the world of promotion. In 2007, Billboard Magazine is awarding its first ever concert marketing/promotion award. The award will be presented at the Billboard Touring Conference and Awards banquet, set for November 14 and 15 at the Roosevelt Hotel in New York. Finalists will be determined and awarded based the a panel consisting of Billboard Journalists and industry experts. Your agency has been selected as one the finalists to market an established artist for their upcoming tour.

Winners will be graded as follows:

Promotional Concert/Tour Poster which contains:

- Picture of the Artist
- Name of the Tour
- Tour Sponsor

Promotional Materials

- T-Shirt
- Hat
- CD
- Original Promotional Item

Rubric

Content	Points	Points Earned
Artist and Sponsor	10	
Name of Concert Tour	10	
Tour Details (Date, Time, Cities, Venues,	15	
Originality and Creativity of Concert Poster	30	
Have at Least 3 promotional Items	15	
Original Promotional Item	10	
Presentation was organized and concise. Good Eye Contact and Voice inflection.	15	
Presentation had one "Wow" detail	15	