

Exercise 3.6

Using the situation and outline provided, write a proposal letter on the following question in about 300 words.

You are the Managing Director of Kelly Events Company. The World Health Organisation (WHO) would like you to organise a marathon in conjunction with the "Good Health Campaign 2017". Write a proposal letter on how you plan to organize the event for WHO.

(a) Introduction

- Submit proposal-organise marathon
- 10 years of experience-local and international clients-huge success
- Won awards

(b) Background

- Understand-inactive lifestyle-obesity-health problems
- Aim at promoting healthy lifestyle-encourage participation-all ages
- Ensure satisfaction-good turn out

(c) Plan, Schedule

- Theme-"Go Go Healthy Run"-new and interesting-catchy
- Categories-3km, 5km and 10 km, 16 to 60 years old-online registration
- Publicity-social media-update details-promo video
- Route-Bukit Jalil Park-target group 1000 participants-first aid-check pointers-volunteers & policemen
- Award Presentation-goody bag(T-shirt-key chain)-5 categories-First prize, second prize, third prize, 2 special prizes-certificate for all participants-Award presenter-prime minister of Malaysia
- Pre-run-registration booth-emcee-short performances-warm up activities

(d) Staffing

- Establishes 1998-experienced and dedicated-reputable company
- Team leader-Mr Samuel-Event director-vast experience
- Team-10 staff-creative and experienced

(e) Budget

- Costs and expenses-total cost

(f) Authorisation

- Ensure-success-smooth-meet expectation
- Sign-duplicate copy-return by