

Working title: ????
An example of a template for TV Proposal

1. Executive Summary

2 - 3 paragraphs outlining what you are proposing, what your motivation is to do this series, what the main aim is (Basically this paragraph should make a person want to read on)

2. Introduction / Background Information to concept / subject matter

3. Proposed Concept

In detail describe what you are offering, what is the story?

4. Synopsis

5. Broad umbrella themes

6. Aims and Objectives

7. Producer's Director's Motivation

8. Approach

9. Creative Treatment

10. Selection of Characters

11. Creative Elements:

12. Duration

13. Format

14. Target Audience

15. How will proposed concept assist the SABC in fulfilling its mandate?

16. How will the proposed concept fit with the chosen channel's positioning and target audience?

17.

18. Company profile

What company is about, mission and vision and achievements thus far related to the broadcasting and the arts

19. BEE status

Who owns what in percentages

20. Training programme

How does company plan to empower other people?

21. Production schedule

Give an indication of how long more or less it will take to realize the concept

22. Budget

Summary of line items, with a total of what the production will cost.

23. Conclusion