

The Ms. TO Mrs.

The inside info to planning
your special day.



DISCOUNTS INSIDE

VENDOR LIST, WHAT TO ASK,
HOW TO FIND THE BEST ONE
BUDGET TIPS

WEDDING PLANNING TIMELINE

WHEN YOU JUST GOT ENGAGED.

- SETTLE ON BUDGET
- GATHER GUEST NAMES AND ADDRESS FOR
- NARROW DOWN WEDDING DATE PICK 2 OR 3
- SEARCH FOR WEDDING VENUE
- CREATE WEDDING WEBSITE.

12 MONTHS BEFORE

- FINALIZE DATE
- BOOK VENUE
- BEGIN SHOPPING FOR WEDDING DRESS
- CHOOSE BRIDAL PARTY
- HIRE PHOTOGRAPHER, DJ, AND OTHER VENDORS
- BOOK BLOCK OF HOTEL ROOMS

11 MONTHS BEFORE

- PLAN DECOR
- SET APPOINTMENT WITH FLORIST
- BOOK CATERER

10 MONTHS BEFORE

- FINALIZE GUEST LIST
- SET OFF GIFT REGISTRIES
- SEARCH FOR OFFICIANT
- CHOOSE CEREMONY AND RECEPTION MUSIC

9 MONTHS BEFORE

- ORDER DRESS AND HAVE ALTERATIONS DONE

8 MONTHS BEFORE

- CHOOSE JEWELRY AND ACCESSORIES
- PLAN AND BOOK HONEYMOON (INTERNATIONAL EXCURSIONS)

6 MONTHS BEFORE

- EDIT, PROOF, AND PRINT WEDDING INVITATIONS
- TEST HAIR AND MAKEUP STYLES

5 MONTHS BEFORE

- MAKE ANY RENTAL ARRANGEMENTS
- ARRANGE FOR ADDITIONAL SOUND EQUIPMENT IF NEEDED

4 MONTHS BEFORE

- CHOOSE GROOM'S ATTIRE
MAKE ALTERATIONS IF NEEDED
- PURCHASE OTHER BRIDAL ITEMS
SHOES, LINGERIE, GATER
- PLAN AND BOOK HONEYMOON
(LOCAL EXCURSIONS)

3 MONTHS BEFORE

- BOOK ACCOMMODATIONS FOR WEDDING NIGHT

2 MONTHS BEFORE

- ADDRESS, STAMP, AND MAIL INVITATIONS
- FINALIZE MENU WITH CATERER

6 WEEKS BEFORE

- PURCHASE WEDDING BANDS
- CONFIRM BOUQUETS, CENTERPIECES BOUTONNIERES WITH FLORIST

4 WEEKS BEFORE

- FINISH DIY PROJECTS

2 WEEKS BEFORE

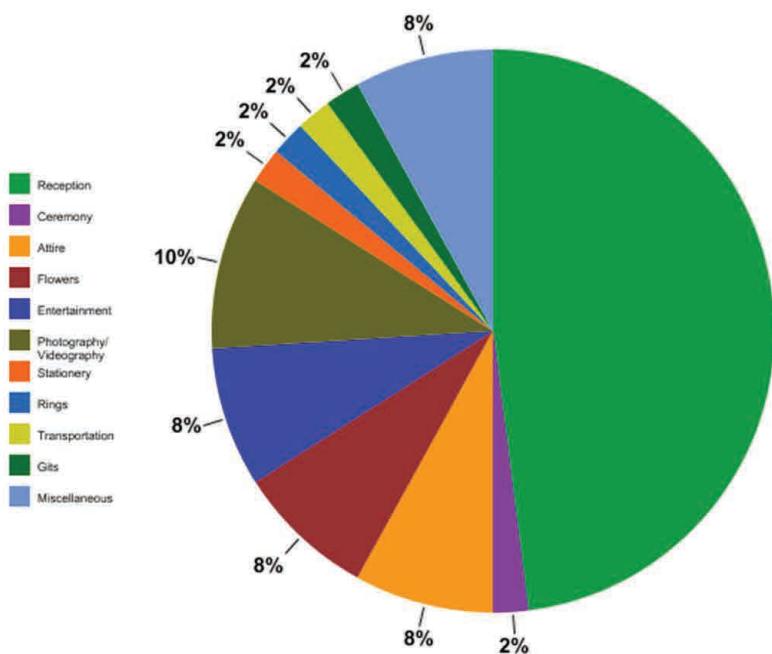
- GET LOCAL MARRIAGE LICENSE
- CREATE WEDDING DATE SCHEDULE TO HAND OUT
- GIVE FINAL HEADCOUNT TO CATERER
- FINALIZE SEATING CHART
- CONFIRM ALL VENDORS' ARRIVAL OR DELIVERY TIMES

WEDDING DAY!!

- HAVE FRIEND OR FAMILY MEMBER BE IN CHARGE OF VENDORS
- GET MARRIED AND HAVE FUN!

BUDGET

Couples that live in United States spend between \$19,833 and \$33,055 on average for their wedding. However, over 40% of couples spend less than \$10,000 and only 16% of couples spend more than \$30,000 on their wedding



WHO'S SUPPOSE TO PAY FOR WHAT ???

Bride's Family

- Engagement party (optional)
- Wedding invitations and other stationery (announcements, thank-you notes, etc.)
- Services of bridal consultant
- Wedding gown and accessories
- Flowers for ceremony and reception sites
- Bouquets for bridesmaids
- Music
- Photography
- Videography
- Ceremony
- Reception
- Bridal party transportation to ceremony and reception
- Family's wedding attire

The Bride

- The groom's ring
- The bridesmaids' luncheon
- Gifts for the bridesmaids
- Wedding gift for the groom

The Groom

- The Bride's Rings
- The marriage license
- Officiant's fee
- His formalwear
- Flowers
- Gifts for the groomsmen
- Wedding gift for the bride
- Gifts for parents
- Honeymoon
- Transportation to the honeymoon

Groom's Family

- Engagement party (optional)
- Rehearsal dinner
- Their own wedding attire

THE BENEFITS OF AN UNPLUGGED WEDDING



We spend the majority of our lives plugged into some device laptop, phone, tv, etc. It is crucial that we take the time to unplug and be truly present in the moments that matter.

By asking your guests to turn off their devices, you are asking them to experience the day with you and be part of the love that you are feeling and wish to share with them. You are asking them to relate to you and their world through their experiences, rather than relating through their LCD screens. Ask your guests to be truly present and participate rather than being observers.

Additionally, you have put a lot of time and effort into choosing the perfectly matched photographers to your style, personality and needs. When you get your pictures back do you want them of your guests enjoying your day or of your guests experiencing the day through downturned faces toward their devices?

While we can be the first to admit to this, stand up and proudly announce our, often obsessive, love for smart phones, we also believe strongly in the power of turning them off and being present in the moment.

Venue

This is your wedding's home.
It has to look pristine, show off a dazzling design,
Meet your wedding's needs,
Provide ample space for all of your guests

How much should the Venue cost me?

Average Cost

\$2,372 - \$3,954

Average Cost for Well-
Experienced Professionals

\$4,745 - \$6,326+

How far out do I need to book?

7 - 9+ Months from Wedding Date

Questions to Ask

1. What dates are available in the month I'm considering?
2. How many people can this location accommodate?
3. What is the rental fee and what is included in that price?
4. How much is the deposit, when is it due, and is it refundable?
5. What's the payment plan for the entire bill? What's the cancellation policy?
6. Can I hold my ceremony here, too? Is there an additional charge?
Is the ceremony site close to the reception site? Is there a bride's changing area?
How much time is allocated for the rehearsal?
7. What's your weather contingency plan for outdoor spaces?
8. How long will I have use of the event space(s)? Is there an overtime fee if I stay longer?
9. Is there a minimum or maximum rental time?
10. Are there decoration guidelines/restrictions? Can I use real candles?
11. Can I hire my own vendors (caterer, DJ, etc.), or must I select from a preferred vendor list?
12. Do you have an in-house caterer or list of "preferred" caterers, do I need to provide my own?
13. If I hire my own caterer, are kitchen facilities available for them?
14. Are tables, linens, chairs, plates, silverware and glassware provided?
15. Can I bring my own wine, beer, alcohol or champagne, and is there a corkage fee if I do?
16. Are there restrictions on what kind of music I can play, or a time by which the music must end?

How Many Get this?

- 58% - 68% People get a Venue
45% - 55% People get bar service at
average of \$1,574 - \$2,624

* Notes *

Wedding Photographers offer a valuable service.

They immortalize so many special moments from your day so you can cherish them again agian

Photographer/ Videographer

How much should the Photographer/Videographer cost me?

Average Cost

Photographer: **\$1,234 - \$2,056**

Average Cost for Well-Experienced Professionals

\$2,468 - \$3,290+

Videographer: **\$794 - \$1,323**

\$1,587 - \$2,116+

How far out do I need to book?

7 - 9+ Months from Wedding Date

Qustions to Ask

1. Is this your full-time business? Are weddings your primary focus?
2. Do you have a written contract? Are you Insured?
3. What sound equipment do you use? Do you have back-up equipment?
4. Have you been at my wedding venue before? If not, can you make a site visit before?
5. What happens in case of an emergency?
6. Should my event last longer then scheduled, will you stay? Is there an extra charge?
7. How long after the even will the proofs, albums, etc be ready?
8. Wil you color corect my images?
9. Will there be a second shooter or any assistants? Is there an additional fee for each?
10. What is the deposit and total fee?
11. Do you follow a shot list? Or do you prefer to have free reign to capture events as you see fit?
12. How many weddings do you do a weekend?
13. Why should I choose you as my wedding Photographer/Videographer?

How Many Get This?

85% - 95% People get a Photographer

38% - 48% People get a Videogapher

* Notes *

Music Entertainment

Not all DJ's are wedding DJ's
A true, quality professional holds the energy,
and thus the success, of the party in his or her hands,

How much should the DJ cost me?

Average Cost

\$467 - \$778

Average Cost for Well-experienced Professionals

\$933 - \$1,244+

How far out do I need to book?

7 - 9+ Months from Wedding Date

Questions to Ask your DJ?

1. Is this your full-time business? Are weddings your primary focus?
2. Do you have a written contract? Are you Insured?
3. How do you customize the music experience for each couple?
4. Can you help with song lists and providing suggestions?
5. How do you handle song requests?
6. Can I hear some examples of mixing and blending different tracks?
7. What sound equipment do you utilize? Do you have back-up equipment?
8. Have you played at my wedding venue before? If not, can you make a site visit before?
9. Do we have our choice of DJs to select from, or is one automatically assigned to us?
10. What happens in case of an emergency? Do you have backup equipment?
11. What other services do you offer (e.g. lighting, HD video screens)?
12. Do you act as the emcee (and interact with the guests), Do you help get crowd pumped?
13. Why should I choose you as my wedding DJ?

How Many Get This?

- | | |
|-----------|------------------------------|
| 53% - 63% | People get a DJ |
| 16% - 26% | People get a Live Band |
| 26% - 36% | People get a Musican/Soloist |

* Notes *

Catering

Good food and Professionalism
Costs a lot. Simple as that.

How much should the Caterer cost me?

Average Cost

\$3,149 - \$5,249

Average Cost for Well-experienced Professionals

\$6,299 - \$8,398+

How far out do I need to book?

7 - 9+ Months from Wedding Date

Questions to Ask your Caterer?

1. Do you have my date open?
2. How many weddings do you do per year, and how long have you been in business?
3. Have you done events at my location?
4. Given my budget, guest count and event style, what food choices would you recommend?
5. Do we have to work off a preset menu or can you create a custom menu for our event?
6. Do you do food tastings and is there an extra charge for this?
7. What types of linens, glassware, plates and flatware do you provide?
8. What is your policy on cleanup?
9. If there is leftover food from my event, can we have it wrapped up for guests to take home?
10. Do you provide alcoholic beverages and bartenders? Can you accommodate cocktails?
11. What is the ratio of servers to guests?
12. How will the servers be dressed?
13. What is your payment policy? Do you accept credit cards? Cancellation policy?

How Many Get This?

54% - 64% People get a Cater

* Notes *

Cake Baker

THE MOST DELICIOUS Food
IS WEDDING CAKE

How much should a Cake cost me?

Average Cost

\$278 - \$464

Average Cost for Well-experienced Professionals

\$557 - \$742+

How far out do I need to book?

10 Months from Wedding Date

Questions to Ask your Baker?

1. How do you price your cakes? By the slice? Does the cost vary depending on the design and flavors I choose?
2. What are the fees for delivery and setup of the cake?
3. What do you do if the cake gets damaged in transit to or at my reception site?
4. How far in advance should I order my cake?
5. How much is the deposit and when is it due? When is final payment due? Refund Policy?
6. When can I expect to receive my contract from you? Insured?
7. Do you have a portfolio of your work I can view, and did you make all the cakes in it?
8. What are your specialties?
9. What flavors and fillings do you offer?
10. Do you have cake tastings? Is there a charge?
11. Can you make a groom's cake? Is this priced the same as my wedding cake?
12. How much in advance of the wedding is the cake actually made? Do you freeze your cakes?
13. If I don't have a clear vision, can you offer some design ideas based on my theme and budget?

How Many Get This?

63% - 73% Have Hire Someone to make
their Wedding Cake

* Notes *

Attire

It's been written that if you borrow a mother's dress,
it will cost you less,
but it often turns out
that alterations and cleaning,
plus matching antique beading
often adds up more than expecting.

How much should the Attire cost?

	Average Cost	Average Cost for Spending on Designer labels,
Bride's	\$968 - \$1,613	\$1,935 - \$2,580+
Groom's	\$204 - \$339	\$407 - \$542+

Includes Accessories and dress/tux

How far out do I need to choose?

10 - 12 Months from Wedding Date

Questions to Ask before you choose?

1. Do i need to make an appointment?
2. How many people can come with me?
3. Am i allowed to bring a camera and take pictures?
4. What style of dress/tux should I go for?
5. Do you offer an in-house alterations service?
6. What's included in the price?
7. How many appointments will I need?
8. What if I lose weight before the big day?
9. Do you stock sample dresses/tuxes?
10. How long does it take for my dress/tux to arrive in store?
11. What underwear should I wear?
12. How should I pay for my wedding dress/tux?

How Many Get This?

- 66% - 76% People get a Dress
62% - 72% People get a Dress Accessories
- 60% - 70% People Rent/purchase a Tuxedo
59% - 69% People get Tuxedo Accessories

* Notes *

Hair and Makeup

STYLES IS A WAY TO SAY WHO YOU ARE
WITHOUT HAVING TO SPEAK

How much should the This cost me?

Average Cost

\$110 - \$184

Average Cost for Well-experienced Professionals

\$221 - \$294+

How far out Should I plan for this?

6 Months from Wedding Date

Things to Consider

1. Will you do a trial run with me before my wedding
2. Do you work on location?
3. Do you want to see photos of hair and makeup looks I like?
4. If I change my mind about my bridal beauty look, is there a charge for a re-trial?
5. Should I bring my veil/accessories to the trial? What if I don't have them yet?
6. What kind of prep do I need to do before the trial? Before the wedding?
7. Are you familiar with my particular skin or hair type?
8. Are there any extra day-of charges I should know about?
9. What happens if you are ill or otherwise unable to make it to my wedding?
10. Do you have any other commitments on my wedding day?

How Many Get This?

60% - 70% Have Hair Done

47% - 57% Have Makeup Done

54% - 64% Have a Manicure and Pedicure

* Notes *

Florist/ Decorations

Even a hand-picked style of bouquet takes time and expertise conducted by a top-tier floral designer, so that the bouquet holds up well during photos, and during the ceremony.

How much should the Florist cost me?

Average Cost

\$1,136- \$1,892

Average Cost for Well-experienced Professionals

\$2,269 - \$3,024+

How far out do I need to book?

7 - 9+ Months from Wedding Date

Questions to Ask your Florist?

1. Do you have my date open?
2. Have you done events at my ceremony and reception location(s) before?
3. How many weddings have you done?
4. How many other weddings or events will you schedule on the same day?
5. Will you be doing my arrangements yourself or would it be another floral designer?
6. What design styles (e.g. traditional, modern, trendy, European, Oriental) do you work in?
7. Can you work with my budget?
8. What recommendations can you give me to maximize my budget?
9. What flowers are in season for the month I am getting married?
10. Based on my color scheme and budget, what flowers do you recommend?
11. Do you charge a delivery fee?
12. When can I expect to receive my contract from you?
13. What is your refund policy if for some reason I need to cancel my order?

How Many Get This?

- 56% - 66% People get a Boutonnieres/Corsages
61% - 71% People get a Bridal Bouquet
56% - 66% People get bridesmaids Bouquets
53% - 63% People get Decorations and Flowers for event
42% - 52% People get Flower girl flowers

* Notes *

Gifts

THANK YOU FOR WALKING BY MY SIDE
TODAY AND ALWAYS

How much should the This cost me?

Average Cost

\$551 - \$919

Average Cost for Well-experienced Professionals

\$1,104 - \$1,470+

How far out Should I get Gifts?

3 - 4 Months from Wedding Date

Who Should I Consider?

- Each Set of Parents
- Each member of Bridal party
- Tips for services and vendors
- Party Favors

Ideas

- 1 gift per person
- Cost of personalizing/monogramming gifts
- Gift wrapping supplies
- Greeting Card per recipient

How Many Get This?

- | | |
|-----------|----------------------------------|
| 53% - 63% | People get a Gift for Attendants |
| 46% - 56% | People get a Gift for Parents |
| 61% - 71% | People Tips for all services |
| 57% - 67% | People get Wedding Favors |

* Notes *

Stationery

YOU'RE INVITED

How much should the This cost me?

Average Cost

\$703 - \$1,172

Average Cost for Well-experienced Professionals

\$1,406 - \$1,872+

How far out Should I get Gifts?

6 Months from Wedding Date

Things to Consider

- Ceremony Programs
- Engagement Announcements
- Guest Book
- Invitations and RSVPs
- Postage
- Reception Menus
- Save the Date Cards
- Table Names and Place Cards
- Thank You Cards

How Many Get This?

67% - 77%	Make Ceremony Programs
40% - 50%	Send Engagement Announcements
80% - 90%	Have a Guest Book
85% - 95%	Send Invitations and Reply Cards
85% - 95%	Use Postage
64% - 74%	Send Save the Date Cards
85% - 95%	Send Thank You Cards

* Notes *

Jewelry

WEDDING RING GOES ON THE LEFT RING FINGER,
BECAUSE IT IS THE ONLY FINGER WITH A VEN
THAT CONNECTS TO THE HEART

How much should the This cost me?

Average Cost	Average Cost for Well-experienced Professionals
Engagements Ring \$2,268 - \$3,780	\$4,536 - \$6,048+
Wedding Ring/Bands \$814 - \$1,356	\$1,628 - \$2,170+

How far out Should I plan for this?

2 Months from Wedding Date

Things to Consider

- YOUR STYLE
- MATCHED SETS
- RELEVANT CULTURAL OR FAMILY TRADITIONS
- YOUR OWN TRADITIONAL
- KEEPING METALS CONSISTENT
- STACKING RINGS AND WIDER BANDS
- ENGRAVINGS
- SOLDER ENGAGEMENT AND WEDDING RINGS TOGETHER
- DURABILITY OF THE GEMS
- BUDGET AND FINANCIAL FUTURE

How Many Get This?

71% - 81% Spend on Engagement Rings

65% - 75% Spend on Weddings Rings/Bands

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