

# SONNET

WEDDINGS & EVENTS



# fun, happy, one-of-a-kind celebrations

Congratulations on your engagement! I am so honored to be included in your wedding! Most engaged folks have an idea of what their celebration will feel like, then I come in with the know-how and connections to make it happen. I'm also here for you if you have no idea what you want or where to start. Let's get inspired by your love story and make magical things happen!

No matter which package is the best fit for you, I'm your wedding buddy, supporting you through the process and keeping things as low-stress as possible. I can't wait to work with you!

--Maddie



# FULL SERVICE PLANNING

## Kick-Off Planning & Design Meeting + Budget Process

If what you need is help planning every detail, assistance choosing and booking all your vendors, as well as budget tracking, this package is for you! We'll meet for a 2 hour kick-off planning meeting that covers everything from feel, look, priorities, budget, and more. We'll talk about the substance of the wedding, like how your ceremony will reflect you, how to work-in personal touches from your history with your partner, and talk through how you'll include friends and family to make your day extra special.

After the kick-off meeting I will create a budget that breaks down the overall total into each vendor/category. Throughout the planning process, I will update this document with the actual costs and advise you on all financial matters from finalizing quotes with your vendors to suggesting gratuity amounts. I will send reminders as payment deadlines approach.

## Design Proposal

After the meeting I will work with your inspiration images and fun ideas we talked about and create a customized inspiration board. This is usually about ten pages full of details about the feel and atmosphere, the color palette, floral inspiration, table design, decoration ideas, bridal party looks, and rental options.

Once we confirm the design direction, I will help select and book all vendors and manage email and phone communication. This includes accommodations, alcohol and bar, cake/dessert, catering/staff, musicians/dj/bands, favors and welcome bags, florals/decor, hair and makeup, lighting, officiant, paper goods/signage, photo booth, photographer, rentals, tents, transportation, venue, and videographer, as applicable. If you plan to DIY your wedding flowers, this package includes my assistance with purchasing flowers, providing supplies, and helping you and your family/friends execute your DIYs on wedding week.

All 2025 Full Service bookings now include a FREE head table decoration package. This includes your choice of \$250 value of rental candles, place settings, napkins, etc. for your head table.

## Pre-Event Services

I will guide you through the planning process, managing vendor selection and attending meetings. I will check in about every month to finalize decisions on layout, timeline, and the look/feel of the wedding.

*Unlimited text, call, or email communication throughout the whole process.*

**Four to Twelve months** | Select and book all vendors, attending meetings as needed. Monitor budget and payment schedules throughout.

**Three months** | Begin confirming all timeline details, rain plan, and layouts for the venue.

**Two months** | Have a venue walk-through to finalize layout and timeline details as much as possible.

**One month** | Finalize the guest count.

**Two weeks** | Schedule a final planning meeting or phone call to go over any remaining details.

**Wedding week** | Family and wedding party timeline will be sent out so everyone knows where to be and when, and finalize guest list and seating arrangements. Assist with packaging favors and welcome bags as needed.

**Day after wedding** | My team will donate leftover floral arrangements to a nursing home/location of your choice.

## Wedding Event Management

My team will assist with rehearsal dinner set up and help with the ceremony rehearsal, and answer family and wedding party questions. I will give out my cell number so everyone can ask me questions on wedding day and leave you and your families free to enjoy! On wedding day, my team will be there for 10-12 hours handling all day-of coordination, placing design items and decorations (floral centerpieces, sign-in books, signage, etc.) and managing vendors.

## Cost

\$4,500

# PLANNING & DESIGN

## Kick-Off Planning & Design Meeting

The design process starts right away! I'll meet you for 2-3 hour kick-off planning meeting to talk about the overall feel and look you want to achieve, your priorities, the status of any vendors you've booked, existing contracts or proposals, overall design, and the wedding timeline. We'll talk about the substance of the wedding, like how your ceremony will reflect you, how to work-in personal touches from your history with your partner, any design projects you want to achieve, and talk through how you'll include friends and family to make your day extra special.

## Design Proposal

After the meeting I'll work with your Pinterest board, inspiration images, and fun ideas we talked about and create a customized inspiration board. This is usually about ten pages full of details about the feel and atmosphere, the color palette, floral inspiration, table design, decoration ideas, bridal party looks, and rental options. We'll use this during design vendor meetings and rental selection.

Once we confirm the design direction, I'll assist with rental selection and manage email and phone communication with design vendors including florists, rental providers, dessert bakers, graphic designers, and lighting to create the overall event look. I will happily suggest my favorite vendors that match your style and intention for all other categories (including Alcohol, Catering/Staff, DJ/Band, Hotel Blocks, Hair & Makeup, Officiant, Photographer, Photobooth, Tent, Videographer, etc.) but you will be responsible for selection and booking.

All 2025 Planning & Design bookings now include a FREE head table decoration package. This includes your choice of \$250 value of rental candles, place settings, napkins, etc. for your head table.

## Pre-Event Services

I'll guide you through the planning process, setting up design vendor meetings and helping you decide the order and importance of which vendors to pick when. We'll work together to finalize details and confirm the timeline and layout.

*Unlimited text, call, or email communication for planning etiquette questions throughout the whole process.*

**Four to Twelve months** | Assist with selection and booking of design vendors, and suggest suitable options for all vendors.

**Three months** | Begin confirming all timeline details, rain plan, and layouts for the venue.

**Two months** | Have a venue walk-through to finalize layout and timeline details as much as possible.

**One month** | Finalize the guest count and I'll send confirmations to all your vendors.

**Two weeks** | Schedule a final planning meeting or phone call to go over any remaining details.

**Wedding week** | Family and wedding party timeline will be sent out so everyone knows where to be and when, and you'll send me the finalized guest list and seating arrangements.

## Wedding Event Management

I'll be there at your rehearsal to help with the ceremony rehearsal, answer family and wedding party questions, and to give out my cell number so everyone can ask me questions on wedding day and leave you and your families free to enjoy! On wedding day, I'll be there for up to 10 hours with one assistant, handling all day-of coordination, placing design items and decorations (floral centerpieces, sign-in books, signage, etc.).

### Cost

\$2,500

# MONTH-OF PLANNING

## Kick-Off Planning Meeting

We'll meet and get the planning process started right away. I'll meet you for a 2 hour kick-off planning meeting to talk about the overall feel and look you want to achieve, your priorities, the status of any vendors you've booked, existing contracts or proposals, and the wedding timeline. We'll talk about the substance of the wedding, like how your ceremony will reflect you, how to work-in personal touches from your history with your partner, any design projects you want to achieve, and talk through how you'll include friends and family to make your day extra special.

## Pre-Event Services

After the meeting, I'll offer personalized vendor suggestions. As you book vendors, all contracts or proposals will be forwarded to me and I'll use them to update the timeline and layout. A month before your wedding, I'll take over vendor communication and we'll work together to finalize details and confirm the timeline and layout.

*Unlimited text, call, or email communication for planning etiquette questions throughout the whole process.*

**Four to Twelve months** | As you book vendors, you'll send me contracts and proposals and I will add the details to your timeline and layout.

**Three months** | Begin confirming all timeline details, rain plan, and layouts for the venue.

**Two months** | Have a venue walk-through to finalize layout and timeline details as much as possible.

**One month** | Finalize the guest count and I'll take over all vendor communications and forward you any final vendor payments.

**Two weeks** | Schedule a final planning meeting or phone call to go over any remaining details.

**Wedding week** | Family and wedding party timeline will be sent out so everyone knows where to be and when, and finalize guest list and seating arrangements.

## Wedding Event Management

I'll be there at your rehearsal to help with the ceremony rehearsal and answer family and wedding party questions and to give out my cell number so everyone can ask me questions on wedding day and leave you and your families free to enjoy! On wedding day, I'll be there for up to 10 hours with one assistant handling all day-of coordination.

### Cost

\$1,600

# DAY-OF COORDINATION

## Pre-Event Services

As part of this package, you'll receive a comprehensive planning resource immediately! This to-do list and set of planning spreadsheets includes a customizable timeline, layout notes, and vendor contact sheet which will help you pull your details together and prepare me to run a smooth, relaxed wedding day. All documents include directions, notes, and planning tips.

**Four to Twelve months** | We'll meet as soon as you book me for a get-to-know-you session.

**Two-three weeks** | When you have your final guest count and almost every detail is finalized, we'll meet (preferably at your venue) to go over all of the above details and I can answer last-minute questions to make sure we're on the same page about everything.

## Wedding Event Management

I'll be there at your rehearsal to help with the ceremony rehearsal and answer family and wedding party questions and to give out my cell number so everyone can ask me questions on wedding day and leave you and your families free to enjoy! On wedding day, I will be there for up to 6 hours and will take care of the following:

- Manage event according to agreed-upon timeline for 6 hour block.
- Serve as contact for vendors, family, and guests.
- Place client design items like signage, stationery, sign-in items, small decor items.
- Assist caterer or rental team in room setup, placing linens and floral arrangements as needed while on site.
- Coordinate timeline cues with wedding party and family and assist photographer with keeping to schedule.
- Gather client decor items and personal items ready to be taken with the couple/family at the end of the wedding.

## Cost

\$750

## Floral Services

I offer full service wedding florals with a minimum of \$1500, as well as two other budget-friendly options.

### FULL SERVICE WEDDING FLORALS

Design a moodboard and quote for wedding ceremony and reception florals.

Update and finalize design until one month before wedding.

Create, deliver, and install all floral pieces on the day of the wedding.

See example pricing on my blog.

### A LA CARTE WEDDING FLORALS

Bouquets, centerpieces, etc. ready for pickup.

No minimum order requirement.

See example pricing on my blog.

### DIY WEDDING FLOWER KIT

Bulk florals, recipes for each item, and supplies.

Available for pickup or delivery.

Can be booked with on-site assistance and instruction from me for an additional charge.

# NOTES FOR ALL PLANNING PACKAGES

## Additional Staff

Depending on the intricacy of your event, I may suggest additional assistants on event day. I will confirm this in advance and a fee of \$150 per additional assistant per event will be added to your remaining balance.

## Event On-Site Hours

If the event-day hours on site for Sonnet Wedding staff exceed those agreed upon in advance, I will suggest adding additional on-site hours for our staff. A fee of \$150 per additional hour per event will be added to your remaining balance. I will always verbally confirm additional hours with the client or designated family member/friend.

## Excluded Services

There are a handful of things my team and I are unable to do: anything that requires a food service/food handlers license, anything that requires TABC training, touching bodily fluids, and moving anything heavier than a folding banquet table. We will discuss this in advance and suggest qualified vendors as needed.

## Travel Fee

Events beyond 30 miles of Lubbock, Texas will incur travel fees. Travel fees will include round-trip mileage for venue walkthroughs, rehearsal, and event day per staff vehicle, and lodging for staff for the night after the rehearsal and after the wedding night. We will discuss and confirm an estimate before booking. Depending on wedding location, assistants and additional staff may be difficult to schedule or book. I will communicate this as possible and offer refunds of the \$150 assistant payment that is built in to all but the day-of package.

## Next Steps

Ready to move forward? Once you have approved your selection, I will draw up a contract outlining the details of your event services. Our work together can begin once I have received your signed contract and a 50% deposit on services. The remaining balance is due one month prior to your wedding date. Deposit payment information and business address will be listed in the contract.