

Ashland Addison Florist

# Wedding & Event Guide



# Who We Are

Ashland Addison Events provides creative and stylish floral design for weddings and events of all sizes within Chicago and the surrounding areas.

We provide “**Full-Service**” design for weddings and events, which includes custom floral design paired with day-of logistics (floral delivery + set up + pick up) as well as “**A La Carte**” selections.

With a combined 30 years of industry experience, Ashland Addison Event Stylists pride themselves on offering every client and engaged couple a personalized design experience. They are a group of naturally creative individuals who believe in fostering a genuine connection with their clients in order to bring their decor vision to life.



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# What We Do

## Full-Service

(v.) ['ful-'sər-vəs]

To assist in the conceptualizing, producing, and styling of your once-in-a-lifetime celebration! May also include: dream manifesting, flower magic, and design wizardry.

*See also: pop the bubbly, sit back, and relax! (v.)*

Full-service events are custom-tailored to a couple’s unique needs and personalities, their chosen venue, and take into account any other special considerations.

We offer full-service wedding design for our clients who require a dedicated Stylist to help them execute their vision and manage all floral-related logistics on their wedding day. Our Stylists will guide you on color schemes, seasonal floral varieties, special decor embellishments, and how to best maximize your budget.

Your Stylist will be with you throughout the process! In addition to being your point-of-contact, they will also be your florist ensuring your vision is perfectly met and beautifully executed on your wedding day.

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# The Design Process

## Design Consultation

During our initial consultation, your Stylist will review all of your design ideas and event details, suggest color palette options, and discuss seasonal flower varieties.

## Proposal Development

Your Stylist will create a personalized proposal based on your collected inspiration images and preliminary design consultation.

## Save The Date

Time to make it official! We'll save your date with a 30% retainer and signed agreement.

## 6-Week Check In

4-6 weeks prior to your wedding, we will meet for a final design consultation with a fresh centerpiece sample and ensure all your details are flawlessly accounted for.

## Finishing Touches

We have a large collection of rentals to coordinate and enhance your wedding style! Our team of event professionals will take care of the setup and on-site styling. All rentals we provide will be picked up at the end of your event.

## Event Coordination

Your Stylist will coordinate with you, your venue, and other necessary point persons to ensure the timeline for delivery, set up, and rental pick up is taken care of so you can enjoy the party!



# Budget Guideline

We value transparency, and we understand that managing a wedding budget can be difficult. All of our clients receive a customized experience based on their unique needs, and we're proud to offer a tiered guideline to aid our clients in planning for their celebration.

Full-Service wedding investments begin at \$5,000.



## Full-Service Weddings

STARTING AT  
**\$5,000**  
100-150 GUESTS

STARTING AT  
**\$6,000**  
150-200 GUESTS

STARTING AT  
**\$8,000**  
200-250 GUESTS

STARTING AT  
**\$10,000**  
200-250+ GUESTS

### Personals

	STARTING AT <b>\$5,000</b> 100-150 GUESTS	STARTING AT <b>\$6,000</b> 150-200 GUESTS	STARTING AT <b>\$8,000</b> 200-250 GUESTS	STARTING AT <b>\$10,000</b> 200-250+ GUESTS
Focal Bouquet	1 Classic	1 Classic	1 Premium	1 Premium
Accent Bouquets	4-5	6-8	6-8 Premium	6-8 Premium
Focal Boutonniere	1	1	1	1
Accent Boutonnieres	6-7	8-10	8-12	8-12
Wrist Corsages	2	2	2-4	2-4

### Ceremony

Ceremony Focal <i>(chuppah, arch, focal arrangements)</i>	1	1	Premium	Premium
Aisle Decor	-	✓	✓	✓
Decor Transfer/Room Flip	-	✓	✓	✓

### Cocktail

Place Card Table Decor	✓	✓	✓	✓
Cocktail Decor	✓	✓	✓	✓

### Reception

Low, Floral Centerpieces	5-8	8-10	6-8	6-8
Candle Focused Centerpieces	5-8	8-10	6-8	6-8
Elevated Floral Centerpieces	-	-	6-8	6-8
Sweetheart Table Decor	✓	-	-	-
Head Table Decor	-	16'	24'	24'
Lighting Elements <i>(cave lights or uplights)</i>	-	-	✓	✓
Large Scale Installations &/or Ceiling Decor	-	-	-	✓
Day-of Labor, Setup, & Styling	20%	25%	30%	30%

Use these budgets as a starting point for your planning

Full-Service weddings include day-of decor styling and coordination | Final payments made by check must be a Cashier's Check



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