LINDSAYLANDMAN E V E N T S

Celebrating the Wedding of SONYA AND HARSH SUMMER 2018

WEDDING DESIGN

YOUR CELEBRATION comes to life with the realization of its custom style and essence. Lindsay finds design inspiration in everything from home interiors to store windows and seamlessly translates it into one-of-a-kind event décor that reflects your personal style and taste. With an emphasis on complete room décor, Lindsay delivers a "wow factor" that will impress your guests without overwhelming them, so that your décor is both admired and enjoyed.



OUR DESIGN TEAM is comprised of the most talented designers and producers in the event industry. Your wedding design will come to life with the help of seasoned floral designers, lighting designers, graphic artists, illustrators, set designers and production designers all of whom are united around Lindsay's central vision for your celebration.

EACH DESIGN is completely custom and, at the conclusion of the design process, becomes the property of the client. As a result of this unique process you can be assured that your custom event style will not be replicated.

YOUR CUSTOM EVENT STYLE



CONCEPT

- Collect style inspiration for overall design
- Develop color palette
- Select materials for design foundation (color swatches, vase samples, etc.)
- Profile floral concepts
- Profile environmental concepts

DESIGN

- Detail all design components (itemizing, budgeting, etc.)
- Select and sample floral elements
- Select and sample tabletop elements
- Select environmental elements including lighting and furniture
- Develop or source branded elements (fonts, monogram, etc.)
- Integrate event accessories (stationery favors, etc.)

PRODUCTION

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- · Generate and oversee production team
- Source all existing hard goods and fabrics
- Oversee development of custom items
- Source all printed and paper elements
- Build floral components
- Setup and breakdown event site

YOUR COMPLETE WEDDING PLANNING

LINDSAY LANDMAN EVENTS builds the foundation for a perfect event by working with you to assemble a distinguished team of professionals and to manage every detail of your event.

OUR PLANNING TEAM is organized, strategic and resourceful, so if you can imagine it, we can do it! Most importantly, though, our team is known for exceptional vendor-relationships assuring you will have the best, most cohesive, respectful professionals to make your wedding day flawless.

EACH WEDDING is unique and customized to reflect the needs of the bride and groom. We welcome all of your special requests, modifications and ideas.

THREE PHASES OF PLANNING DEVELOPMENT

PLANNING

- Select ceremony and reception venues
- Contract all vendors
- Negotiate contracts
- Develop budget
- Create planning timeline and strategy
- Choose attire and accessories
- Select stationery and invitations
- Establish guest accommodations and activities

COORDINATION

- Schedule all planning and trial appointments
- Schedule wedding day transportation
- Order and assemble event accessories
- Assemble, address and mail save the dates and invitations
- Choreograph and rehearse ceremony
- Confirm vendors
- Maintain planning timeline
- Provide payment reminders
- Establish wedding day timeline
- Maintain technical specifications

WEDDING DAY

- Arrive at least 1 hour before the bride dresses and remain until reception concludes
- Provide complete bridal emergency kit
- Assist bride and bridal party in dressing and touch ups throughout the day
- Execute wedding day timeline
- Facilitate formal photography
- Oversee vendor setup and breakdown
- Assist design team with decor setup
- Distribute payments and gratuities
- Pack up wedding cake, gifts and keepsakes and deliver them to bridal suite or vehicle

VALUE PROPOSITION

IN EARLY 2009, after more than seven years planning and designing events, I was faced with the reality that there was a flaw in my system. Like most planners/designers I charged a flat fee for my planning services and included my design work in that fee. Then, after building the structure and aesthetics for each of my events, I needed to hand them off to outside companies (florists/decorators) to physically produce what I had designed. That included building floral components, hanging fabric, ordering rentals, and facilitating lighting. Again and again, I found that these outside production companies were doing two things that led to my ultimate dissatisfaction: as a designer; I found that my designs were being diluted through both minor and major modifications; as a planner, I found that my vendors were being disrespectful of my clients' carefully structured budgets.

AFTER THOUGHTFUL CONSIDERATION,

I knew that the only way for me to remedy both of these situations and to further keen interest in my unique integration of planning and design, was to grow my team and my offerings and bring the production of my designs in-house. In order to facilitate this, I modified my fee structure to include both a planning and design fee, thus allowing me the ability to reduce the cost of decor production. The result is complete transparency insuring my ability to maintain the true integrity of the design I have created with my clients as well as the level of value that an excellent, seasoned wedding planner should provide.

I AM PROUD of this unparalleled model and I am endlessly confident in the value it provides to my savvy clientele.

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YOUR INVESTMENT

PLANNING AND DESIGN FEE

This flat fee will include the Planning and Design for your Wedding Weekend events, each for up to approximately 400 guests. Fee is inclusive of all preparation time for each event as well as up to 14 hours on site for the wedding day and up to 8 hours on site for the other events. Should you be planning more events or should the scope of any event significantly increase, this fee may be adjusted accordingly. Pending confirmed details on size and intricacy of your event, the estimated fee is \$40,000.

PRODUCTION AND PRODUCT COSTS

All materials required to bring the wedding design to life will be billed in addition to the Planning and Design Fee. Materials may include stationery, flowers, décor and gifts. The cost of all items produced by Lindsay Landman Events will be reduced by 20% from the retail price. Any item that Lindsay Landman Events procures on your behalf but does not produce will be directly at the vendor's cost with no markup or fee.

ADDITIONAL SERVICES

In order to make your wedding planning and design process truly seamless, we offer services well beyond the scope of traditional wedding planning. Shopping and styling services, graphic and web design services, gift registry cultivation and friends and family gifting services are all available inclusions at the time of contract or at any time during the planning process.