

WELCOME GUIDE



TOUCH OF
W H I M S Y

DESIGN AND
COORDINATION

WWW.LETSGETWHIMSICAL.COM



Contents

| | |
|-------------------------|------|
| MEET KELSEA..... | P. 3 |
| OUR PROCESS | P. 4 |
| PRO TIP..... | P.6 |
| PLANNING PACKAGES | P.7 |
| FLORAL PROCES | P.8 |
| FAQS | P.10 |
| PRO TIP | P.13 |
| THANK YOU | P.14 |
| LETS CONNECT | P.15 |

hey, girl hey!

H

ey, girl hey! It's me, Kelsea! AKA the Type-A Flower Lady and I am here to serve you. I wholeheartedly believe that God put me on this earth to serve ladies around me. Over the course of my life that has come about in several ways. Since 2015, that service has come through Touch of Whimsy.

If you've made it this far, you know Touch of Whimsy is an event planning and floral design company in New Braunfels, Texas. But do you know who we are??? We are a group of servant hearted, kinda silly, fun-loving ladies. Seriously, you might see us bust a move in the corner.

We believe in love, laughter, and creating your happily ever after. Whether through our floral designs or through skills of planning, we are here for you.

Did you say dance floor? I'm totally there.



our process

LET'S GET STARTED

1. CONTACT US

Chances are this step is complete. But if you have not contacted us regarding your event, we would LOVE to hear from you. Feel free to jump over to our website, www.letsgetwhimsical.com/contact or email us at hello@letsgetwhimsical.com

2. INITIAL CONSULTATION

Step two is my favorite step. This is where we get to know you and learn about your wedding vision. Que the spotlight on you :) This meeting can be set-up via FaceTime or in-person over a cup-of-joe. Many of our out-of-town clients or those with little time on their hands, will choose to meet over FaceTime...Thank you, technology.

The main purpose of this meeting is to get to know you, learn about your vision, and to see if we would be a good fit for you. There is no obligation! While we hope that we can be a good fit for you, we know we are not the best option for everyone.



3.

THE CONTRACT

So we've had the initial consult and now it is time for the nitty gritty. The Contract. We use a wonderful software program that allows us to send you an electronic contract. Through this portal you can sign documents, complete your payments, and send us emails and attachments. This portal will be your home base. Everything in one, easy-to-find location.

To solidify your date on our calendar we require a signed contract and a 20% non-refundable retainer.

4.

LET THE FUN TIMES ROLL!

It's official! You are finally a part of the TOW family! We are so thankful for you and trust you have put in us. If you are a Partial Planning, Final Touches, or Floral Design only bride will be checking in with you every few months to make sure you are doing well. You are welcome to call or email us anytime with questions! Full-Service brides can expect monthly meetings and more extensive communication as we work through hiring the various vendors.



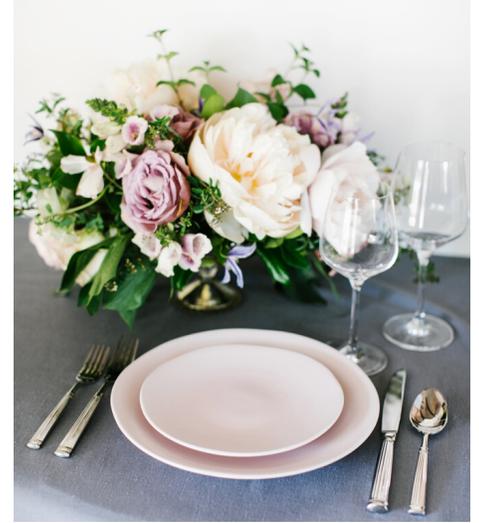


1 *Pro Tip!*

Sunset is a major deciding factor for ceremony time! Be sure to allow at least 1 hour after ceremony before the sunsets for photos.

2020 TOUCH OF WHIMSY

planning packages



final touches

This package is for the Go-getters and DIYers who need a little help crossing the "t's" and dotting the "i's". This package begins from the day you join our TOW family. The heavy lifting starts 60-days prior to your wedding day.

Here is what is included:

- Initial consultation
- Guidance throughout the planning process via phone/email
- Preferred vendor list
- 12-month Planning Timeline
- Timeline and Layout Creation
- Rehearsal Services
- Decorating of personal decor
- Wedding Logistics Management
- Vendor Confirmations
- Final Walk-Thru meeting
- Spending Plan Manager
- Wedding day assistant

Current Rate: \$1700 | \$2000

partial planning

For the bride who would like a little extra love! Let us bring your vision and remove the stress with our design and invitation services.

Here is what is included:

- All aspects of the Final Touches Package
- Design Consultation
- Invitation Services (See FAQ for more info)
- Professional Ink Calligraphy for up to 150 envelopes. Upgrades optional

Current Rate: \$2500 | \$2800

full service

For the bride who would like us to remove her workload and allow her to be fully present during her engagement. We manage everything from booking vendors, to calligraphy, RSVP tracking, and logistics.

Here is what is included:

- All aspects of the Partial Planning Package
- Research and vendor selection
- Negotiate contracts, set-up meetings, and oversee the hiring process of vendors
- Monthly logistics and planning meetings

Current Rate: \$6300

*All planning packages are a flat rate. There are no added taxes, required gratuities, or travel fees for events within 80 miles round-trip from New Braunfels, Texas. All Floral Contracts are prices A La Carte and require a separate contract.

floral design process

LET'S GET STARTED

1. DESIGN QUESTIONNAIRE

let's assume you have already connected with us. :) Hey there!
Once you have inquired about our floral design services, we will send you our Floral Design Questionnaire. This information will help see your vision for the big day. Don't let these questions stress you out. It is ok to put "I have no clue" for any answer. lol No need to list the exact names of every bloom you think is pretty in your Pinterest board. However, if you do have a specific request, let us know. We'd love to integrate that into the design.

2. THE PROPOSAL

once your questionnaire is submitted, our team will begin drafting the first proposal for you. We treat this like the show "House Hunters" on HGTV. We will show you what all your hopes and dreams look like...including the price tag. That way you can decide what is most important to you.



floral design process cont.

3. CONSULT AND CHANGES

Once the proposal is complete, we will set up a time to review it in detail together. We can either do this at our in-home studio or online. We will discuss the sizing and floral selection, as well as any changes you'd like to see to the design. By the end of the meeting, our goal is to be in your desired spending plan and have the vision in place.

4. TIME TO JOIN THE FAMILY!

If you decide that Touch of Whimsy is the best fit for you, sign the contract and join the family! Our floral contracts are flexible. We allow you to change any piece of the design or quantity ordered up until 3 weeks before the big day.

Upon signing we will receive a notification of your agreement. At that time, we will create an invoice to send to you. You are welcome to send your 40% retainer via check to our office or with a bank transfer or credit card.

*please note all credit card charges will receive a 3% Service Fee.





frequently asked questions

Will you provide assistance with decorating?

For sure! We are all over that. Just provide us with a list of your personal decor and we will set it up. Please note, that this does not include creating centerpieces onsite, as this falls under our floral design contract.

Do you charge for travel?

That depends...where are you getting married? We do not charge our planning clients any travel fees for events within 40 miles of our office in New Braunfels.

We ask that our brides provide hotel accommodations and travel for destinations weddings and events.

We do charge \$30 per hour for floral deliveries and rental retrievals. Contact us for a custom quote.

Are you insured?

Yes. Yes. Yes. We fully believe in protecting you our families, and our business. Rest assured that we cover all floral designs and event liability insurance. If your venue requires a copy of our insurance, please let us know and we will be happy to supply that information to them.

Will you repurpose our ceremony decor?

Absolutely! As an Economics major, I fully believe in getting the most out of your money. We are happy to repurpose any and all decor from the ceremony for your reception.

Do you require that a client uses your floral and planning services?

Nope. You are free to use either one of our services or combine the two. We offer two separate contracts. If you decide to use both services we will waive our Signature Installation Fees (aka delivery and installation) which will save you \$100-500+.



FAQs, continued

What other fees are associated with the floral package?

We charge a one-time Designers Retainer on floral design packages. This is for our time and efforts in creating the proposal and editing it during your planning period.

There are no other fees or taxes included in our planning packages.

Can I email or call you with questions?

A million times, yes! We absolutely love providing advice and tips throughout your planning. Please feel free to email or call us during office hours with your questions.

What planning tools will you provide for us?

Upon signing the contract and payment of the retainer, you will be sent a copy of our 2 page Planning Timeline, and Preferred Vendor List.

You can also receive a free copy of our Spending Plan Manager (aka budget helper) on our website.

Are we required to hire certain vendors?

No, but we are happy to share the names of our favorites! All of our preferred vendors are vetted and professional. They are some of our closest friends and we hope you will love them as much as we do!



FAQs, continued

What is the biggest difference between partial and full-service?

How you hire vendors! In our partial and final touches packages, you receive access to our favorite vendors list. You are then responsible for researching, selecting, and obtaining the best vendors for your wedding.

In the Full Service package, we conduct a planning meeting monthly to discuss your vision, needs, and spending plan. With this information we research the best 3 options and present them to you. You can either decide to move forward with one of these options or receive more choice. We continue with this process until all vendors are contracted.

In Full Service planning we also handle booking consultations, negotiating contracts, and setting up your payment plans.

What is included in the invitation services?

Say 'goodbye' to RSVP stress! With our invitation services you will select and order your preferred invitation and inserts. These will be sent to our offices. We will send the envelopes off to a professional calligrapher for ink calligraphy (ask to see our beautiful examples).

Once the envelopes are complete, we will assemble, place postage and mail you invitations. The TOW office address will be the address on the RSVP envelopes.

As RSVPs arrive to our office, we will track them using a shared Google Sheet. This way you can see in live time who is coming to the wedding. You can also add to or edit the sheet as needed throughout this process.



2

Pro Tip!

Create sections on your Pinterest board to easily organize your vision!

Thank You...

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Advantages can discretion possession
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far.

*With Love,
Kelsea &
the JBW team*





Lets Connect

PLANNING | DESIGN | EDUCATION

be sure to follow us on social to get tons of free tips and inspiration! we can't wait to hear from you!

 830-743-9784

 hello@letsgetwhimsical.com

 [@touchofwhimsy.events](https://www.instagram.com/touchofwhimsy.events)

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