



# B.O.L.D. Impact Events

Shelley Mitchell | Creative Director

## WELCOME

THANK YOU FOR YOUR INTEREST IN BOLD IMPACT EVENTS® AND WEDDING PLANNERS!

AS THE BUDGET-SAVVY WEDDING PLANNERS, WE WORK WITH SMART, PROFESSIONAL, HIGHLY-EDUCATED, BUSY, WOMEN TO PLAN, ORGANIZE, AND COORDINATE THE EVENT OR WEDDING OF THEIR DREAMS AS WELL AS SAVE MONEY, SAVE TIME, AND SAVE STRESS.

BOLD IMPACT EVENTS® AND WEDDING PLANNERS IS A FULL-SERVICE COMPANY THAT PROVIDES COMPLETE CONSULTING SERVICES FOR EDUCATION AND INFORMATIONAL EVENTS, CONFERENCES, SEMINARS, AND WORKSHOPS. WE ALSO INCLUDE CORPORATE FUNCTIONS, EVENTS, FUNDRAISERS, TRAININGS AND CELEBRATIONAL EVENTS SUCH AS WEDDINGS AND ANNIVERSARIES. OUR PLANNERS ARE EXPERIENCED AND DEDICATED PROFESSIONALS WITH MANY YEARS OF EVENT PLANNING EXPERIENCE.

I HAVE INCLUDED OUR BROCHURE AND SOME OTHER "WELCOME PACKET" DOCUMENTS FOR YOUR PLEASURE AND INFORMATION.

I'D LOVE TO OFFER YOU A COMPLIMENTARY BUDGET-SAVVY STRATEGY SESSION TO DISCUSS YOUR PLANNING AND COORDINATION NEEDS. PLEASE LET ME KNOW YOUR AVAILABILITY AND WE CAN SCHEDULE THIS RIGHT AWAY.

WE LOOK FORWARD TO THE POTENTIAL OF WORKING WITH YOU AND SERVING YOU LEADING UP TO AND ON YOUR VERY SPECIAL DAY!

**To Your Love & Success!**

**Shelley Mitchell**

[www.BOLDImpactEvents.com](http://www.BOLDImpactEvents.com) | 561-320-1517



Let's make the day  
you've been  
dreaming of finally  
come true.

Schedule Your  
Complimentary  
Budget-Savvy  
Strategy Session  
**TODAY!**

## Get in touch

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**B.O.L.D.  
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and  
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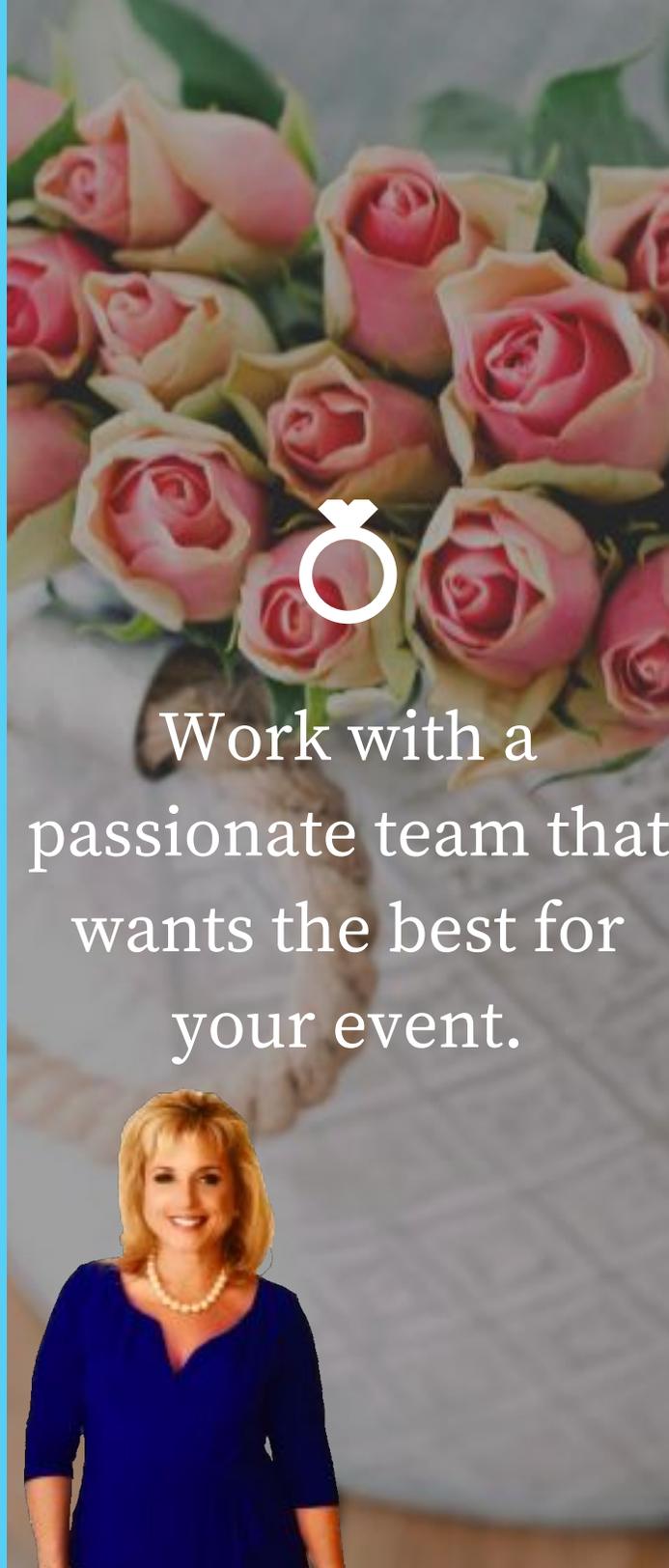
**THE BUDGET-SAVVY  
WEDDING PLANNER**

# About US

Shelley Mitchell, President and CEO, is a 2-time Combat Veteran, Cosmopolitan Magazine's first FUN, FEARLESS, FEMALE, a nationally-recognized Speaker & Emcee, and an award-winning certified Business Growth Expert to include Event Planning, Strategy, Sales, Marketing, Management, & Coordination. She is a certified Event Planner, certified Event Designer, and certified Wedding Planner.

BOLD Impact Events® and Wedding Planners is a full-service company that provides complete consulting services for education and informational events, conferences, seminars, and workshops. We also include corporate functions, events, fundraisers, trainings and celebrational events such as weddings and anniversaries. Our planners are experienced and dedicated professionals with many years of event planning experience.

BOLD Impact Events® and Wedding Planners is unique in that we give our clients our undivided attention. We listen to their needs and work with them to create the event of their dreams. Our clients' wishes become our commands. So whether our client wants a Western, Eastern or more traditional wedding, we can help. Our services include weddings, honeymoons, receptions, anniversary consultations, budget planning, answers to etiquette questions, as well as full-service referrals to florists, hair stylists, entertainers, musicians, and others.



Work with a  
passionate team that  
wants the best for  
your event.



# Inclusions

## Location

South Florida and San Antonio Texas are our home-bases. We love to travel and can manage any event in the 50 states or abroad.

## Supplies & Design

We have many supplies to design your event and have negotiated contracts with design suppliers to get anything you heart desires to make your day extra special.

## Coordination

B.O.L.D. stands for BUDGET-savvy | ORGANIZED | LASTING-memories | DETAIL-oriented.

As the budget-savvy wedding planners, we work with smart, professional, highly-educated, busy, women to plan, organize, and coordinate the event or wedding of their dreams as well as save money, save time, and save stress.

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## *What We Do For You & Packages*

If we could summarize what we do, it would be divided into 4 main functions:

- **DAY OF/ WEEK OF COORDINATION** (We SAVE you STRESS) | 50% or more of our clients enjoy the planning process and want DAY OF COORDINATION packages only. We have gained the reputation as the experts in DAY OF COORDINATION especially for brides who love being the DIY bride but want to let it all go and to relax and enjoy her wedding day without having to give anything else a second thought.
- **JUMP-RIGHT-IN, BUDGET-SAVER, FULL & PARTIAL PLANNING** (We SAVE you MONEY!) | For all other types of events, the same is true. More speakers, coaches, trainers, and organizers of events are using speaking and events to get more clients and/or monetize their programs and services. For these people and for brides and their families, it's very true that what they don't know CAN hurt them, and the details and logistics of event coordination will get in their way of the ultimate goal and their budget. We have the experience and know how to pull off these events for the lowest costs, how to market, maximize attendance and fill events, how to convert the audience, and how to run the event in such a way that affects the audience psychologically where they take action on the goals of the event organizer; leaving everyone with a very positive and happy experience. In full planning packages, we handle everything from A to Z, start to



finish, Zero to 100, and you only have to be involved in the parts you choose to be if any.

- **VIP STRATEGY CONSULTING (included with all of our planning and partial-planning packages)** | We pride ourselves as being very BUDGET-SAVVY and offer Budget Creation, Review and Revision consultations as a stand-alone service to help a bride SAVE money. We also use our 30 plus years of contract negotiation to gain pricing for the bride; they typically couldn't get on their own. Rather than us being an additional expense to the bride or event host, we want them to feel like our services pay for themselves. We have successfully pulled off hundreds of events and know the exact areas where money can be saved and have relationships with vendors who are affordable in all aspects of the event.
- **We MAKE you money!** | For non-wedding or celebratory clients, we teach our clients how to monetize all aspects of their events and even create the monetization avenues. Whether it's VIP upgrades, different package offerings, increased sales, filling seats, increased conversions, additional ancillary income, we monetize our client's events with our unique "Money Talk" presentation which is customized to each client's specific needs. If our client has any intention of making money from the event or converting leads to clients or through fundraising, we have an edge in the industry to ensure this number increases by up to 300%. We also hire and house the front end and back end sales team to ensure sales are being made and can even provide converting emcee and speaker services. (this is not included in the packages below as it is fully customized for each client)



## *Packages*

**We spend time getting to know you one-on-one and gain an understanding of your vision and inspirations.**

We offer three packages and several a la carte options that can be combined to fit your needs. If you're just getting started, have no idea where to hold your event, or even what style you're looking to create, BOLD Impact Events® and Wedding Planners can help you select your perfect venue, review vendor contracts, and provide recommendations. Our a la carte items help create a package that is uniquely you

### *EVENT & WEDDING DAY MANAGEMENT*

**On your special day, the day of...**

By the time your day arrives, we have worked together to have everything in place if you are an extended planning client. This is the time for the on-site coordination, in order to put all the pieces of the puzzle together

- **VENDOR CONFIRMATION** | We have already confirmed all the vendors, so now we are on site to ensure their prompt arrival and performance
- **VENDOR CONTACT** | All vendors have our contact information so in the unlikely event of an emergency, they will contact us and not you.



- DETAILED TIMELINES | Detailed timelines and schedules are again distributed to the photographer, videographer, musicians, catering manager, banquet captain, venue, all team members and anyone involved in the production of the event. Even you will know exactly where to be at exactly what time so the day flows smoothly
- CONTINUOUS PRESENCE & FLOW | We are at your event for the duration, to be sure everything flows as designed
- DAY-OF EMERGENCY KIT | We provide a day-of emergency kit which covers just about anything you can think of and isn't planned
- FLOWER DISTRIBUTION | We distribute flowers to the bridal party and parents
- SET UP | Escort cards, decorative items, favors, etc. are set according to the plan
- FINAL CHECKS | We perform the final checks on the location and ensure lighting, set up, Decor, check-in, etc. are all as we designed
- COLLECTION OF PERSONAL ITEMS (so you don't have to) | We collect personal items such as bouquet, cake topper, cake knife, portrait and guestbook, goblets, gifts, money, etc. in an area for bridal family or designated friends to be responsible for these items.
- COORDINATOR COVERAGE | The designated coordinator on staff will remain on site throughout the duration of the entire event

### *WEEK-OF COORDINATION SERVICE*

**(Everything in Event & Wedding Day Management is included PLUS...)**

- VENDOR REFERRAL & PASS-THE-TORCH | You pass the torch to us so we can take over a week prior to the event eliminating that last week of stress.
- DETAILED REVIEW | We review all details and refer additional vendors if necessary



- ON-SITE VISIT | This includes an on-site visit before the event
- VENUE CONTACT | Initiate and maintain contact with the venue regarding the event.
- DETAILED VENUE SET-UP | In addition, we will provide the venue with a detailed setup sheet, including vendor names and contact information we will brief the staff when necessary
- GUEST CONFIRMATION | We confirm the number of guests and any other information the venue may require
- DETAILED TIMELINES | We develop detailed timelines and structure for all portions of the event.
- VENDOR CONTACT & TIMELINES | We contact all vendors, provide contact information and distribute timelines before the event
- VENDOR CONTACT & CONFIRMATION | We confirm all vendors the week of, and serve as the primary contact person on the day of the event
- PRE-EVENT ARRIVAL | Arrive two hours prior to the event start time and remain on site to coordinate the event until finished
- FINAL CHECKS | Perform final check of lighting, seating, etc
- CEREMONY COORDINATION & RECEPTION ENTRANCE | For weddings, coordinate the Ceremony and entry to the reception
- ENTERTAINMENT & VENUE TIMELINE & COORDINATION | Coordinate the timeline for the dinner and or cocktail reception with the DJ, live entertainment, and the venue
- COLLECTION OF PERSONAL ITEMS | Collect your personal items and ensure they are secured in a predetermined location
- DAY-OF REHEARSALS | Rehearsals prior to the actual day of the event or an additional charge.
- FULL EVENT PRESENCE | We are on site for 7 to 8 hours
- ADDITIONAL COORDINATORS | The number of coordinators to be on site are predetermined in the package you choose. Or coordinators supervise vendors, assist with signaling the party for each part of the event, assist with making sure



that everything is running on schedule on the day of, when additional coordinators are needed, the extra fee is \$300 per coordinator

- TRAVEL TO SITE | Travel fees are only assessed when pre-determined upon the time of establishing the proposal and contract unless locations change after the contract is established

### *Jump-Right-In Partial Planning Package*

Includes everything in DAY OF MANAGEMENT & WEEK-OF COORDINATION PLUS...

**This package is our most popular package.** It is designed for those who have secured their venue and possibly even have some vendors in place. This package is for those who want to be involved with the planning but trust in our professionals to get the best rates within their budget for the rest of their vendors. We will coach and guide you throughout the entire planning process and be a sounding board and confidant. We step in and assist you with everything else needed for your special day.

#### **Communication and planning**

- INITIAL SITE VISIT | Initial site visit and review to determine vision, theme, etc.. plus other site visits as necessary.
- ELECTRONIC BUDGET | We create an electronic budget and monitor throughout the process
- UNLIMITED COMMUNICATION | Unlimited text and email conversations.
- DETAILED EVENT CO-CHECKLIST | Detailed event checklist provided and monitored together
- ONGOING UPDATES | Updates and communication during the entire planning stages



- RECOMMENDATIONS & REFERRALS | Recommendations for additional venues if necessary to include rehearsal dinners, brunch, and other events.
- MENU TASTINGS | If possible and if requested, we can accompany you to menu tastings
- DECOR & DESIGN | Decor and design guidance – linens, flowers, lighting, furniture, the stage where applicable, back of the room set up where applicable, etc.
- CEREMONY DESIGN | Ceremony design and room set-up design
- VENUE COMMUNICATION | Detailed communication with the venue
- DETAILED DAY-OF TIMELINES | Create a detailed day of timelines

#### **Vendor referrals and appointments**

- QUALIFIED VENDOR REFERRALS | If you are in need of additional vendors, we only refer the vendors that have proven to be reliable and excellent in their field. However, we are also happy to work with the vendors you have chosen and you are confident in their reliability.
- CONTRACTS REVIEW | Review of all vendor contracts. We are very experienced in contracts and negotiation but please know that we are not attorneys.
- PRIMARY CONTACT | We are the primary contacts for the vendors, so you are not bothered with unnecessary details.
- FLORAL & DECOR ACCOMPANIMENT | Accompany on floral and Decor appointments to design the space. We are event designers but that is a separate service from our planning services
- VENDOR SPECIFIC TIMELINES | Provide a detailed timeline to all vendors outlining the event day details...
- HAIR & MAKEUP TIMELINES | this includes the scheduling of hair and makeup appointments for everyone involved.
- VENDOR CONFIRMATION | Confirm all vendors one week prior to the event



- FUNDS DISTRIBUTION | In addition to assisting with vendor referrals, we will advise you of balance is due and distribute any balance is due on the day of including tips

Some of the vendors in a typical event may include:

- \* AV, audiovisual
- \* Floral and Decor
- \* Invitations, programs, and other printed materials
- \* Photography and Videography
- \* Linens, seating, and Decor
- \* Lighting
- \* Cake and dessert
- \* Specialty and/or food vendors
- \* Music, band, DJ, singers, etc.
- \* Hair and make up
- \* Transportation
- \* Calligraphy services

### *THE ENTIRE KABOODLE & KABANG!*

Includes everything listed above such as the Day-of coordination, Week-of Coordination, PLUS VIP Strategy Consulting Day PLUS...

- YOU | You are only involved in the parts you want to be involved in if any.
- VISION | We work with you to establish your vision theme
- THEME BOARD | we create a custom theme board just for you based on your vision and theme



- VENDORS | Perform all the communication with the vendors including negotiation, contract review, and booking, conduct the hiring of vendors and subcontractors.
- MEDIATION / REFEREE | act as a mediator when necessary,
- WEDDING PARTY | Work directly with your wedding party to guide them through their duties
- ONE PRICE | We can include everything on one-price through us or handle all direct payments to all vendors
- TIMELINE | a customized list of items to do from now until the wedding.
- BUDGET | Create and manage a detailed budget that works for you and we provide a worksheet to guide and assist with budgeting.
- RESEARCH | provide ideas for the ceremony and reception venues and conduct all the vendor, venue, and design research,
- VENDORS | recommendations from a comprehensive and professional network of vendors.
- DECOR/DESIGN/VISION | develop your wedding style and provide vendor recommendations.
- EVENT STYLING | assist you with wedding design and styling and can beautifully design your event and execute all of the event design as it correlates exactly to your vision.
- CONTRACT REVIEW | review your vendor contracts to avoid any redundancies or unreasonable costs.
- MEETINGS | Schedule all appointments including dress fittings, tastings, tours, and any other meetings you choose to attend or we can schedule and accompany you at vendor meetings.
- STATIONERY COORDINATION | manage the design and production of your invitations and printed goods.
- INVITATIONS & RSVP MANAGEMENT | Guide you through the entire invitation and rsvp process and assist with RSVPs
- SEATING | Assist in creating the perfect seating chart



- RENTAL COORDINATION | organize and coordinate rented items.
- TRANSPORTATION | arrange and coordinate all day of transportation for the wedding party and guests.
- HOTEL ACCOMMODATIONS | coordinate blocks of rooms at selected hotels and negotiate group rates.
- ATTIRE | ideas for where to purchase a wedding gown, grooms attire or bridesmaids dresses.
- WEDDING ETIQUETTE | answer any and all questions!