

# Dana Ashley EVENTS

## *Final Touches (month of planning)*

Starting at \$2,000

### REHEARSAL

- Attend and direct the rehearsal at ceremony location

### WEDDING DAY

- During setup, Dana Ashley Events will supervise table and chair placement, décor positioning, catering set up, and manage all vendors
- Set up all personal items (including place cards, guest book, programs, favors, etc.)
- Manage day of wedding – serve as point of contact for all vendors, wedding party and guests
- Direct wedding party details; coordinating ushers, orchestrating entire processional and recession, stage groups for picture taking after ceremony, manage timeline to keep vendors/ attendees on schedule for items like cake cutting, toasts, first dance, father/daughter etc.
- Distribute any necessary final payments on wedding day
- At the conclusion of the event, Dana Ashley Events gathers all items that were brought (toasting flutes, guestbook, gifts, etc.)

### WEDDING PREP

- Develop a timeline that includes all details discussed throughout the planning process
- Create a personalized binder that includes all contracts, floor plans, notes from meetings, questionnaires and other relevant information

### ASSOCIATION WITH VENDORS

- 1 month before the wedding, Dana Ashley Events introduces themselves to all vendors.
- 7-10 days prior to the wedding, Dana Ashley Events distributes the wedding timeline to every vendor
- Any last-minute additional details or changes that occur the two weeks leading up to the wedding will go through Dana Ashley Events and will be announced to the vendors to maintain consistency
- Dana Ashley Events works with the venue and each vendor individually to create the load in and strike schedule

1 senior planner from Dana Ashley Events is included on wedding day

1 additional meeting included. We recommend using this to develop your timeline

Unlimited email and phone conversations up to 3 months before the wedding

Up to nine hours of on-site coordination on wedding day for ceremony and reception

If your guest count is over 200 guests, we require adding an assistant (\$200)

# Dana Ashley EVENTS

## *Some of the Things (partial planning)*

Starting at \$4,000

### REHEARSAL

- Attend and direct the rehearsal no matter the rehearsal location

### WEDDING PREP

- Provide reminders as to when you should look into the next appropriate vendor
- Review every contract in great detail and identify if there are any red flags that need to be addressed with the client and vendor
- Gather couple's wedding inspiration (colors, themes, Pinterest boards, etc.)
- Assist in planning the outline of the ceremony (order of procession, readings, unity ceremony ideas, song suggestions, etc.)
- Generate list of detail photo shots the couple wants and the extensive family picture lists/assists the photographer in gathering guests on wedding day
- Instruct proper wedding etiquette for all details involved with the wedding
- Educate client on tipping etiquette and distribute said gratuities to vendors on wedding day
- Manage rentals (linens, tables, chairs, chargers, glassware, etc.)

### ASSOCIATION WITH VENDORS

- Provide caterer with the final guest count, dietary issues (such as gluten free, allergies etc.), kids meals and vendor meals
- Obtain all food/dietary information from caterer. Dana Ashley Events keeps this information on hand in case a guest has questions on food selection.
- Give all floor plan information (how many tables and where they should be placed) to the venue representative in order to help assist, create, and finalize floor plans
- Work with various transportation companies (trolley, shuttle, limo, etc.) to help with the arrangements for bridal party, family, and guest transportation to/from the ceremony and reception locations
- Dana Ashley Events puts together the guest seating summary for the caterer and venue representatives (based off the final guest list)
- Dana Ashley Events is cc'd on all final communications with vendors 1 month before the wedding
- Provide vendor referrals and set up any meetings for the following: hair, makeup, décor, catering, rental, linens, DJ/bands, additional entertainment, photography, videography, photo booths, lighting, draping, audio visual, hotel blocks, welcome bags, invitations/print materials, cakes/sweets, ceremony officiants, ceremony musicians, transportation
- Create an all-inclusive budget forecast
- Create a budget spreadsheet to keep track of expenses

Dana Ashley, founder + creative director of Dana Ashley Events is included on wedding day

3 additional meetings included to keep on track of details as needed

Unlimited email and phone conversations up to 6 months before the wedding

Up to ten hours of on-site coordination on wedding day for ceremony and reception

If your guest count is over 200 guests, we require adding an assistant (\$200)

# Dana Ashley EVENTS

## *All the Things (full planning and event design)*

Starting at \$6,000

### WEDDING PREP

- Preliminary planning meeting to discuss overall budget, wedding theme/style, design objectives, concerns
- Negotiate any contracts that are developed after Dana Ashley Events is hired.
- Suggest venues for both ceremony and reception. Schedule and attend site tours, introduce venue representatives, give feedback on pros and cons of each location.
- Inform clients of city-wide events, meetings, and conferences on potential wedding date.
- Compare each proposal side by side to evaluate best fit.
- Dana Ashley Events gives rehearsal dinner suggestions for any number of guests throughout the rehearsal area
- Review, edit, make suggestions, and educate on formality/etiquette for all stationary. Includes but is not limited to: save the dates, invitation suites (rsvp cards, hotel accommodations, reception), programs, menus, welcome signs, bar signs, favor signs and gift signs.
- Assemble, attach postage, and drop pre-addressed save the dates off at the post office per request
- Purchase last minute items per request (requires confirmation and full reimbursement)

### ASSOCIATION WITH VENDORS

- Attend any initial meetings with vendors as per client request/ attend all vendor meetings with clients as needed
- Per request, Dana Ashley Events can hold credit card information on file and pay for vendors, after authorization by the client

Dana Ashley, founder + creative director of Dana Ashley Events is included on wedding day 1-2 additional experienced assistants are included day of (depending on complexity of wedding details)

Unlimited meetings, emails and phone conversations once the DAE contract is signed  
Dana Ashley Events arrives on-site when hair and makeup is finishing, through end of clean up (12+ hours)

# *Dana Ashley* EVENTS

## *Elopement Planning*

Dreaming up a small celebration, but still want it to be unforgettable? You can have a micro-wedding in major style and we'll show you how! We can keep it local or pack our bags, you decide.

- Price Varies, inquire for your custom quote.

## *Virtual Consulting*

Not ready to commit? Some couples aren't quite ready to go all-in with a planner.. Maybe you just need some help getting started, want to get honest, professional feedback on some wedding related topics, or just need advice on any aspect of planning. Whatever the case may be, we're here to help. Ideas, advice, industry insights, we've got your back!

- Charged at an hourly rate of \$150/hr.

## *A note from Dana Ashley*

Congratulations on your engagement! If you're reading this, you've already taken a great step in planning your wedding. I know your options are limitless, and we want to be the perfect fit for your special day. Over the past decade, I have experienced working in nearly every aspect of weddings; from venue coordinator, to caterer, designer, and beyond! I believe that your wedding should be the ultimate celebration of your love for one another, an opportunity to share your unique story with those you hold dear. I form meaningful connections with every couple I've had the honor to work with. Your wedding day is the start of a beautiful marriage. I'd love the opportunity to help tell your love story.

Dana Ashley

-xO