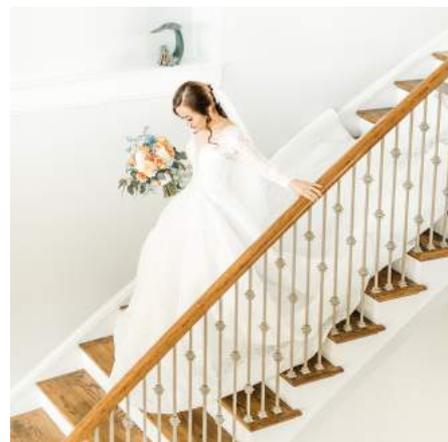


# Fairytale Pursuits

You bring the love story and  
we'll provide the fairytale ending.



*Hi there!*

*Congratulations, you're engaged!*

THIS IS SUCH AN EXCITING TIME FOR YOU AND WE ARE TRULY HONORED THAT YOU'VE CONSIDERED US TO SHARE IN YOUR EXCITEMENT AND JOIN YOU ON THIS INCREDIBLE JOURNEY! HERE AT FAIRYTALE PURSUITS, OUR GOAL IS TO BE BY YOUR SIDE FROM OUR FIRST CONSULTATION UNTIL YOU RIDE AWAY IN YOUR GETAWAY CAR WITH YOUR SWEETHEART. WE WANT TO TAKE ALL OF THE PRESSURE AND STRESS OFF OF YOU AND YOUR FIANCE, WHILE BRINGING YOUR VISION TO LIFE AND MAKING ALL YOUR WEDDING DREAMS COME TRUE!







# Hayley

Hi! I'm Hayley, owner and lead planner for the FP team. I started Fairytale Pursuits in early 2015 because I LOVE weddings. From the dress, to the vows and "I do's", to dancing the night away with the love of your life, every aspect of a wedding entralls and excites me. There's no greater feeling than watching a couple's vision come to life, and knowing that I helped make it happen.

Born and raised in North Carolina, I love my southern roots, but there's nothing I love more than the hustle and bustle of New York City. I'm a strong lover of anything pink, and I'm completely addicted to Dr. Pepper and Mini M&Ms. My vacation of choice is anywhere with a beach, and I'd sit there all day with a Nicholas Sparks novel in hand. I also watch entirely too much of the reality show Big Brother, usually with my sweet eskimo furbaby KodaBear.

When I was a little girl I was already telling my dad what my wedding was going to be like, completely unaware that I had years to go before that dream was even a possibility. Fast forward to the present, and I got my chance to be a bride. I married my sweet husband, Luke, in January 2016. We're almost high school sweethearts (story for another time!), and I loved every second of being on the other side of the planning process. I treat every wedding with the same excitement and diligence as if it were my own, and nothing makes my heart skip a beat like crossing off a checklist. I couldn't imagine a more perfect profession, and I love turning wedding visions into realities. I can't wait to be a part of your special day!

# Jenny

Hey y'all! I'm Jenny, assistant planner for the FP team. I truly love weddings, and always appreciate every couple's unique story. Every wedding is so different from the last, and I truly enjoy seeing wedding details come together and reflect the uniqueness of the bride and groom, and their families. Getting to work side by side with my daughter is just the icing on the cake.

I am a true southern belle. I was born and raised in North Carolina, and I couldn't imagine myself anywhere else. There's nothing I love more than a beach – the salty air, the soft sand, the sound of crashing waves – and I could sit there from sunrise to sunset with a book in my hand. Peanut butter is my go-to snack, and I usually end up sharing it with my furbaby, Foxy. I enjoy anything that let's me be creative, from sewing to working in my flower garden.

I've been happily married for over 25 years, and my husband and I have one of those unique stories I said I loved. We were married in 1989, right after Hurricane Hugo hit. After picking up the wrong wedding gown, dragging fallen trees out from in front of the church doors, and praying an hour before the ceremony that the electricity would come back on, we said "I do," and had more fun than I could have ever imagined. I love getting to help a couple through all the mishaps, and watch them walk away with the happy day they always dreamed of. I can't wait to be involved in your wedding!



# Luke

Hey there! I'm Luke, assistant planner for the FP team, and husband to our owner. I never imagined I'd be working in the wedding industry, but I wouldn't imagine life any other way.

Hayley and I met in high school, dated a few times, and ended up with a long and unusual love story. After coming to the conclusion that she's the girl of my dreams, we had our own wedding in January of 2016, and I've been on her team ever since. After working a larger wedding with her and Jenny, Hayley realized a few skills in me that she knew she could work with, and had me tag along a few more times. She's taught me the ins and outs of it all, and I started working weddings with her on a regular basis. I truly enjoy getting to be a part of something so special, and there's definitely nothing like getting to work with your beautiful wife.

My favorite part of working weddings is always getting to know the guys. Hayley normally sends me to take care of the groom and groomsmen, and it's always great to hear how they knew their bride was "the one." In addition to being half of the husband-and-wife team, I love heading to the beach with our little family, anything involving the outdoors, and playing guitar. I hope to someday own my own distillery, while I keep working with the FP team, of course. And who knows, maybe we'll double it as a wedding venue! I can't wait to work with you!

# Investment

*Wondering why you should hire us? Wondering why you even need a wedding planner at all?*

That's easy!

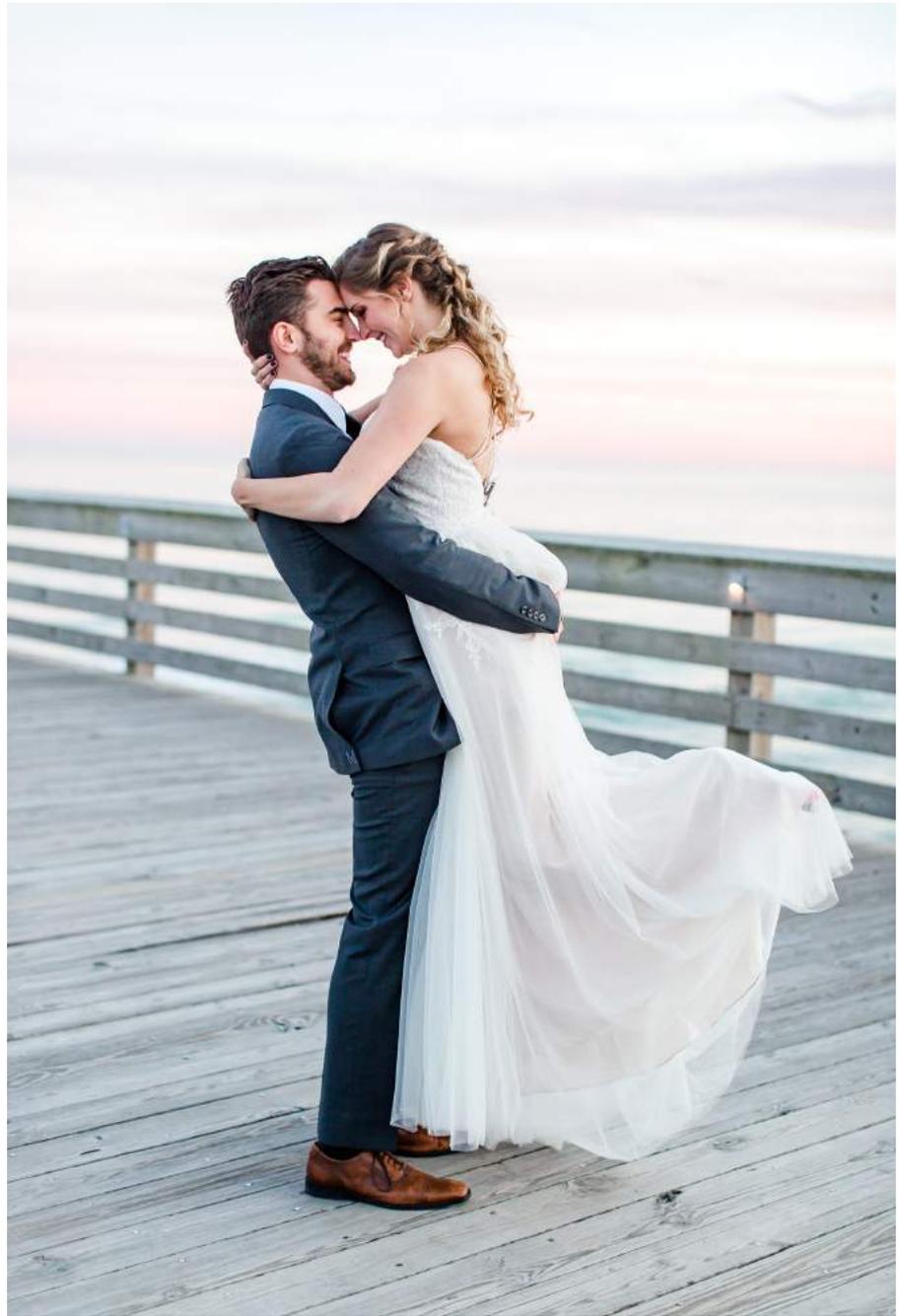
-Hiring a wedding planner will save you time and money – guaranteed. Weddings take hundreds of hours to plan, and cost thousands of dollars, and it's easy to leave things until the last minute and overspend to avoid the hassle. When you hire a planner, your wedding becomes top priority, and they can use their connections and knowledge of the industry to negotiate services and find great vendors in your budget.

-A planner will handle any crisis that comes up, and minimize the stress on you and your fiancé. They'll be the point-person for vendors, be there to handle wedding day mishaps while you're getting ready and enjoying yourself, and guide you through the planning process with ease.

*Now, why should we be that planner?*

We love weddings, but our clients make us love weddings so much more. Our couples are our favorite thing about weddings. You and your love story are the exact reason why we do what we do. It's not a job, it's a passion. There's nothing like watching the look on a groom's face when he sees his bride for the first time. There's nothing like watching a bride tear up when she hears him say "I do." Seeing a couple so in love celebrating such a special moment in their lives is nothing short of incredible. Making that incredible moment come to life is what we do. That gorgeous love story is why. Our passion for your love story and our strong desire to create the day you've always dreamed of is why we're the perfect planners to bring your wedding to life.





# Happily Ever After

This is our full planning package, which truly helps with every aspect of the wedding planning process. We'll be with you from start to finish, helping you create ideas or taking your own ideas and implementing them to perfection. This package is for the bride who wants to take all of the stress out of the planning process, get professional ideas and opinions, and have support from the proposal to the grand exit.

## *Prior to wedding day*

### **- Access to your own personalized planning dashboard on our cloud-based planning system**

- Email and phone communication
- Unlimited consultations to plan and discuss wedding details
- Unlimited vendor meetings
- Help select and review contract of venue
- Personalized engagement timeline to help with planning and monthly agenda
- Initial budget analysis and unlimited reviews of budget
- Help select and review contract of vendors
- Assistance with selection of design and décor choices with personalized inspiration board
- Help with selection, assembly, and mailing of all stationary items
- Wedding website design, if desired
- Assistance with selection of all bride, groom, and bridal party attire
- Assistance with selection and details of menu and cake
- Assistance with any hotel accommodations for wedding night suite or out-of-town guests
- Assistance with creating reception floor plan and seating chart
- Customized wedding day timeline to give vendors, bridal party, and parents

## *One to two weeks before wedding day*

- Confirm arrival times and details with all vendors
- Collect and organize any décor and items for wedding day
- Full RSVP management, including follow-up calls
- Assistance with creation and review of seating chart
- Help with selecting and putting together wedding favors
- Assistance with selection and assembly of any welcome gifts for out-of-town guests

## *On rehearsal day*

- Coordinate and direct rehearsal



## *Happily Ever After (continued)*

### *On wedding day*

- Provide 2-person team for up to 12 hours on wedding day
- Arrive prior to setup and check in with bride
- Coordinate setup of all vendors
- Setup any necessary décor or rental items
- Deliver any necessary final payments to vendors
- Coordinate ceremony entrance of family, bridal party, groom, and bride
- Assist photographer with organizing family and bridal party for pictures
- Direct guests to cocktail hour/reception
- Cue vendors for all specific events (i.e. toasts, dances, etc.)
- Provide emergency kit for any bridal mishaps
- Maintain flow of events throughout reception
- Coordinate bride & groom's exit
- Ensure that bride and groom have a stress-free wedding from start to finish
- Oversee cleanup of vendors and assist in packing any keepsake, décor, or rental items for bride and groom

*Cost: \$3,200*



# Tie The Knot

This is our partial planning package, which our wedding management package plus design. We'll leave finding vendors, tastings, etc. to you, but help you create a cohesive design that wows your guests. This package is for the bride who can handle finding vendors and the planning details, but needs creative ideas and knowledge of trends, rentals, and décor to bring the wedding vision to life.

## *Prior to wedding day*

- **Access to your own personalized planning dashboard on our cloud-based planning system**
- Email and phone communication
- Two design consultations to discuss vision and décor elements
- Personalized inspiration board
- Recommendations and assistance with choosing color palettes and incorporating trends
- Creative ideas and feedback on displays and setups

## *One to two weeks before wedding day*

- Confirm arrival times and details with all vendors
- Collect and organize any décor and items for wedding day
- Assistance with floor plan in relation to the design

## *On rehearsal day*

- Coordinate and direct rehearsal (if available)

- Assistance with selection of any rentals and décor related to the design including (but not limited to) centerpieces, lighting, draping, linens, displays, signage, lounging, and staging



## *Tie the Knot (continued)*

### *On wedding day*

- Provide 2-person team for up to 10 hours on wedding day
- Arrive prior to setup and check in with bride
- Coordinate setup of all vendors
- Setup any necessary décor or rental items
- Deliver any necessary final payments to vendors
- Coordinate ceremony entrance of family, bridal party, groom, and bride
- Assist photographer with organizing family and bridal party for pictures
- Direct guests to cocktail hour/reception
- Cue vendors for all specific events (i.e. toasts, dances, etc.)
- Provide emergency kit for any bridal mishaps
- Maintain flow of events throughout reception
- Coordinate bride & groom's exit
- Ensure that bride and groom have a stress-free wedding from start to finish
- Oversee cleanup of vendors and assist in packing any keepsake, décor, or rental items for bride and groom

*Cost: \$2,400*



# Down the Aisle

This is our wedding management package - you may know it as "day-of" or "month-of" coordination, but we'll tell you why that's a myth! No one can perfectly execute your wedding if they're only coming in on wedding day. We focus on truly managing your special day in its entirety, and getting the details right before and during the event, instead of providing services with a time constraint. This package is for the bride who wants to handle all of the planning, but needs someone to make sure wedding day goes off perfectly and runs according to schedule.

## *Prior to wedding day*

- Email and phone communication
- Consultation to discuss wedding details and prep for setup
- Venue consultation
- Customized wedding day timeline to give to vendors, bridal party, and parents

## *One week before wedding day*

- Confirm arrival times and details with all vendors
- Collect and organize any décor and items for wedding day



## *Down the Aisle (continued)*

### *On wedding day*

- Provide 2-person team for up to 8 hours on wedding day
- Arrive prior to setup and check in with bride
- Coordinate setup of all vendors
- Setup any necessary décor or rental items
- Deliver any necessary final payments to vendors
- Coordinate ceremony entrance of family, bridal party, groom, and bride
- Assist photographer with organizing family and bridal party for pictures
- Direct guests to cocktail hour/reception
- Cue vendors for all specific events (i.e. toasts, dances, etc.)
- Provide emergency kit for any bridal mishaps
- Maintain flow of events throughout reception
- Coordinate bride & groom's exit
- Ensure that bride and groom have a stress-free wedding from start to finish
- Oversee cleanup of vendors and assist in packing any keepsake, décor, or rental items for bride and groom

*Cost: \$1,400*



# *Ready to Book?*

*Even if you're not ready to sign a contract quite yet, read about our booking process below.*

Initial consultations are free, and are a great opportunity for us to get to know each other, and for you to ask any questions you have. In order to secure your date, we require a signed contract, and a non-refundable retainer. The retainer should be 50% of your total package cost, and is due within 7 days of signing your contract. Remaining payments are scheduled in a payment plan and listed in your contract, with the final payment being due 14 days prior to your wedding day. Payments are accepted via cash, check, or debit/credit card. Events outside of our 25 mile radius will be charged an additional mileage fee.

## *What our clients have to say:*

*"Hayley is the best. You're in great hands with her!"*

*-Brittany*

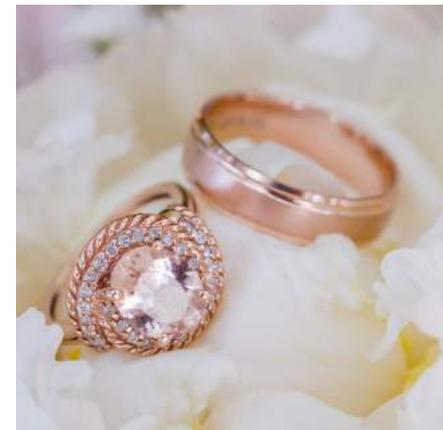
*"Thank you ladies for all your efforts and attention to us and our guests!"*

*-Linna*

*"This duo was amazing! They brought their own day-of emergency kit and were prepared for anything. They made my day go off without a hitch."*

*-Candace*

*Ask about our A la Carte services!*





*Thank you!*

WE TRULY APPRECIATE YOUR INTEREST IN US FOR YOUR SPECIAL DAY. WE HOPE THAT BY READING THIS GUIDE YOU'VE LEARNED A LITTLE MORE ABOUT US, OUR PACKAGES, AND OUR PROCESS, AND THAT IT FITS YOUR NEED FOR A WEDDING PLANNER. WE WOULD LOVE TO HEAR YOUR THOUGHTS AND SET UP YOUR INITIAL CONSULTATION, SO THAT WE CAN SCHEDULE YOUR DATE AND START BRINGING YOUR VISION TO LIFE. WE HOPE YOU'LL CHOOSE US TO MAKE YOUR FAIRYTALE WEDDING A REALITY!



*Happy planning!*