

# Welcome!



Congratulations on your upcoming wedding! Thank you for your interest in booking Kindly Grown for your floral needs. Whether you want a full-service design and installation, a la carte options, Ohio grown flowers, or a mix of floral mediums, you've come to the right place. I know that flowers play a huge role in making your big day special, sentimental, and custom to you and your partner. I love creating designs unique to your personality and desired aesthetic. This informational packet will guide you through booking procedures, answer any questions you may have, and hopefully make the process easy and enjoyable. I look forward to working with you!

-Kasannah Greely

# The process...



## **Wedding Questionnaire:**

Inquiring through my website guides you through a brief wedding questionnaire. There, you will provide me with basic information such as your wedding date, your budget, and what floral products you are interested in. If you have inquired through The Knot or Wedding Wire, I have received a brief of your wedding details. This information tells me a little bit about your day and lets me know if I have your date available. It also helps me prepare for the next step, the consultation.

## **Consultation:**

After I receive some basic information about your wedding, we can schedule a phone consultation. During this consultation, we discuss the answers to your questionnaire, I gather a little bit more information about your desires for your day, and we get to know each other.

## **Quote:**

Within a week of our consultation, I will send an itemized quotation for the floral pieces discussed in our consultation to your email address. This quotation can be adjusted until it is to your liking, but I ask that we finalize it within a week of me sending it. I do not send a proposal or mood board at this time. Working with product that is so dependent upon Mother Nature is hard to predict. However, I do send an example proposal from a real wedding to give you a feel for the detailed design I will send you 2-3 months before your wedding day.

## **Booking:**

To book my services for your date, I require a 25% deposit and a signed contract. Due to the time spent creating your quote and the consultation, this deposit is nonrefundable. The remaining balance is due 30 days before your date.

## **Proposal & Final Details:**

2-3 months, or 30-45 days before your wedding date, I will be able to more accurately predict flower availability. I will send you a detailed, itemized proposal with color palettes and inspiration photos to give you an idea of what your own floral designs will look like, and also a brief questionnaire of the final details of the day. As soon as this design plan is approved by you and your remaining balance is paid, I order your flowers and your work is done!

## **WEDDING DAY:**

A couple days before your wedding date, I receive your flowers and begin creating. The day of, I bring your wedding flowers, install, set up, and hand deliver your bridal bouquet to your suite.

# Frequently Asked Questions



## What floral services do you offer?

- **Full-Service:** I create your custom wedding florals and take care of everything from planning, design, delivery, setup, installation, and tear down on the day of your event.
- **A la carte:** This is the perfect elopement or backyard wedding package. Don't need my full services? Feel free to pick and choose the items that you need. Would you rather leave the designs up to me? With a simple color palette and seasonal blooms, I can take care of the rest.
- **Farm Flowers:** Come to my flower garden with your bridal party! There, you and your girls can pick your own wedding flowers straight from the garden, enjoy light refreshments, and I can teach you how to design and create your wedding bouquets.
- **DIY Farm Flowers:** Bring your family and/or your bridesmaids to my flower fields and pick your own wedding flowers. Pay by the bucket, take them home, and enjoy a night of fun girl time as you create your wedding flowers yourself.

\*Any wedding order can be made with the addition of sola wood flowers added so any part of your wedding floral design lasts forever\*

## Do you have a minimum?

I work with budgets of all sizes, but I do require a minimum of \$2,000 for my full-services designs. This service includes a detailed proposal and floral design plan, processing, designing, delivery, set-up, installation, and tear down after your event.

## Do you set up and install the flowers?

I offer three levels of delivery / set-up services:

**Pick up only:** This service is recommended for orders \$1,000 and under or that only include personal flowers such as bouquets, corsages, and/or boutonnieres. Pick up is free of charge. You are responsible for returning any rented items such as vases.

**Delivery:** This service is recommended for any size wedding order that does not include installations, such as an arbor or large design needing to be made day of. Delivery costs start at \$75 depending on travel time. For this service, I deliver to your venue. I do not set up, install, or add water to any of your florals. I suggest planning for your coordinator or a family member to meet me to receive these delivery items and set them up for you.

**Set-up & Installation:** For a full-service wedding, beginning at \$2,000, I deliver, set-up, install and tear down your floral goods on the day of your wedding. These labor costs will be on your quotation as a separate line item and are based upon the abundance and complexity of your wedding designs, types of installations, attending your final venue walkthrough, and travel time.

## What form of payment do you accept?

Scheduled invoices are sent via my online software and paid with credit card. If you would like to pay with cash or check, please let me know.

# General Pricing Guidelines



\*\*\* Please note that prices are dependent upon seasonal availability, abundance of design, and specific flowers being used. This guide is meant to show minimums and average costs. \*\*\*

Bridal bouquet: \$165 - \$400+

Bridesmaid bouquets: \$40 - \$125+

Boutonnieres: \$15 - \$30

Beaded or Ribbon Wrist Corsage: \$30 - \$45

Altar Arrangements: \$125+

Chair / Pew Arrangements: \$20+

Aisle Petals: \$100 - \$250

Cake Flowers: \$35 - \$125+

Centerpieces: \$45 - \$125+

Table / Arbor Garlands: \$200 - \$500+

Arbor Installations: \$200 - \$1,000+

Kindly Grown Farm Flowers by the bucket: \$50 a bucket, about 60-70 stems

\*\*\*Other installations such as hanging chandeliers, swings, wall backdrops, etc. will be priced based on a custom assessment. Pick-your-own wedding flowers including design assistance dependent upon specific wedding and size of bridal party\*\*\*

# Example Designs by Budget

## **Different Options for a Wedding Costing \$500:**

- Pickup order including bridal bouquet, petite bridesmaid bouquets, 2-3 boutonnieres
- By the bucket or pick-your-own farm flowers (\$50 a bucket) to DIY your wedding florals

## **Different Services for a Cost of \$1,000:**

- Delivery of all personal flowers including bridal bouquet, bridesmaid bouquets, boutonnieres and corsages
- Pick your own wedding flowers event and design class held at my garden. This event takes place 1-2 days before your wedding date.

## **Different Services for a Cost of \$2,000**

- Full service including personal flowers, simple centerpieces, one arbor feature
- Full service using pick-your-own flowers from my garden

## **Different Services for a Cost of \$3,000-\$5,000**

- Full service wedding including all personal flowers, centerpieces, arbor installation, and one or two other larger designs. Flowers from my garden can be mixed with ordered flowers.
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## **Services Costing \$5,000+**

- Full service wedding including abundant, large designs for personal flowers, centerpieces, arbor installations, along with other custom designs. Flowers from my garden can be used along with a mix of ordered flowers.



# Other Things to Consider



- If you have a Pinterest board or any inspiration photos you think would be helpful for me to see, include the link in your initial questionnaire or you can email them to me at [kindlygrown@gmail.com](mailto:kindlygrown@gmail.com).
- The prerequisite to booking Kindly Grown as your wedding florist is a date. Usually locking in a wedding date coincides with booking your venue. Knowing your venue is helpful when reaching out to me, but it is not necessary.
- It is helpful to check out your venue's website and social media pages. This enables you to get a feel of what your day could realistically look like as well as areas where you would want flowers.
- Be honest about your budget. I strive to create designs perfect for every bride's vision and budget, but this requires transparency. I am skilled at guiding you through ways to pull back on costs without sacrificing too much on design. However, there may be a time in which desired design and abundance does not match budget.
- Make sure to have all, or most, of your RSVPs back in time for our final meeting. It will make it easy to finalize table numbers and exact floral centerpieces needed.



The next few pages include \*typical\* flowers available by season, along with what I plan to grow in my own garden for the 2022 season. Keep in mind that I do not finalize my garden flower selection until January of each year. These pages are to give you an idea of the specific flowers available for the season in which you are getting married. It is not an exhaustive list, but it includes the flowers I usually design with. This guide is also helpful in the case that substitutions are necessary when certain flowers are not available.

# All-Season Flowers



## Rose

pictured: Proud  
Multiple Colors



## Garden Rose

pictured: Constance  
Multiple Colors



## Spray Rose

pictured: Cream  
Multiple Colors



## Lisianthus

pictured: Brown  
Multiple Colors



## Carnation

pictured: Terracotta Fancy  
Multiple Colors



## Cushion

pictured: Copper  
Multiple Colors



## Snapdragon

pictured: Sorbet Orange  
Multiple Colors



## Hanging Amaranth

pictured: Burgundy  
Multiple Colors



## Stock

pictured: cream  
Multiple Colors

**\*Others: Queen Ann's Lace, Hydrangea, Ranunculus**

# All-Season Filler & Greenery



**Feverfew / Chamomile**



**Blue Thistle**



**Baby's Breath**



**Baby Blue Eucalyptus**



**Gunni Eucalyptus**



**Seeded Eucalyptus**



**Leatherleaf Fern**



**Italian Ruscus**



**Bupleurum**

**\*Others: Tweedia, Astrantia, Daisies, Olive Branches, Dusty Miller, Pittosporum**

# Spring Flowers & Greenery

March



April



May



**Sweet William**

pictured: white  
Multiple Colors  
\$



**Tulip**

pictured: mauve  
Multiple colors  
\$



**Anemone**

pictured: White  
Multiple Colors  
\$\$



**Peony**

\*Late Spring Only  
pictured: pink  
Multiple Colors  
\$\$\$



**Clematis**

pictured: lavender  
Comes in pinks and purples  
\$\$



**Sweet Pea**

pictured: White  
Multiple Colors  
\$\$



**Lamb's Ear**

\$



**Pussywillow**

\$



**Jasmine Vine**

\$\$

**\*Others: Daffodills, Daisies, Poppy**

# Summer Flowers & Greenery

June



July



August



**Dahlia**

\*Late summer only  
pictured: Blush Cafe au Lait  
Multiple Colors  
\$\$



**Lily**

pictured: Picasso Calla Lily  
Multiple Colors  
\$\$



**Gerbera Daisy**

pictured: Summer Bliss Mini  
Multiple Colors  
\$



**Delphinium**

pictured: Light Blue  
A Couple Colors  
\$



**Aster**

pictured: Blush  
Multiple Colors  
\$



**Anthurium**

pictured: Marea  
Multiple Colors  
\$\$\$



**Bells of Ireland**

\$



**Nigella**

A Couple Colors  
\$

# Kindly Crown Farm Flowers 2022

July ●●● August ●●● September ●●● October



**Larkspur Smokey Eyes**



**Larkspur White**



**Strawflower Vintage  
White**



**Phlox Whipped Cream**



**Love-in-a-mist  
Cramer's Plum**



**Love-in-a-mist  
Starry Night Mix**



**Phlox Cherry Caramel**



**Statice Sunset Mix**



**Zinnia Oklahoma Ivory**



**Zinnia Queen Red Lime**



**Apple of Peru**



**Bee Balm Bergamot**

# Kindly Crown Farm Flowers 2022

July ●●● August ●●● September ●●● October



**Celosia Fruit Punch**



**Yarrow Summer Berries**



**Strawflower Apricot  
Peach**



**Marigold Starfire Mix**



**Snapdragon Madame  
Butterfly Bronze**



**Snapdragon Night &  
Dawn**



**Amaranth Hot Biscuits**



**Strawflower Copper Red**



**Black Eyed Susan**



**Black Eyed Susan  
Cherry Brandy**



**Sunflower Evening  
Colors**



**Sunflower Chocolate  
Cherry**

# Kindly Crown Farm Flowers 2022

July ●●● August ●●● September ●●● October



**Sunflower Lemon Queen**



**Sunflower Teddy Bear**



**Sunflower Velvet Queen**



**Celosia Pink Champagne**



**Sunflower Buttercream**



**Sunflower Gummybear**



**Sunflower Starburst**



**Zinnia Jazzy Mix**



**Zinnia Zinderella Peach**



**Zinnia Queen Orange**



**Ornamental Kale Crane  
White**

# Fall Flowers & Greenery

September ●●● October ●●● November



**Football Mum**

pictured: Bronze  
Multiple Colors  
\$\$



**Mustard Cushion Flowers**

pictured: yellow  
multiple colors  
\$



**Anemone**

pictured: White  
Multiple Colors  
\$\$\$



**Dahlia**

\*Early Fall Only  
pictured: Blush Cafe au Lait  
Multiple Colors  
\$\$



**Upright Amaranthus**

pictured: Burgundy  
Multiple Colors  
\$\$



**Pampas Grass**

pictured: large  
Multiple sizes  
\$\$-\$\$\$



**Agonis**

\$\$



**Pink Hanging Pepperberry**

\$\$



**Nandina**

\$\$

\*Others: Leucadendron, Yarrow

# Winter Flowers & Greenery



December ●●● January ●●● February



**Lilac**

pictured: White  
A Couple Colors  
\$\$



**Amaryllis**

pictured: Candy Pink  
Multiple Colors  
\$\$\$



**Star of Bethlehem**

White  
\$



**Hellebores**

pictured: Confetti  
Multiple Colors  
\$\$



**Viburnum**

A Couple Varieties  
\$\$



**Narcissus**

A Couple Colors  
\$



**Evergreen**

\$



**Purple Privet Berry**

\$\$



**Holly Berry**

\$

# Preferred Vendors

## Wedding Coordination

### **Kelly Good Celebrations** - Kelly Hilgendorf

Services: month-of coordination & mini-consultations

kgcelebrations.com

kellyhilgy@gmail.com - Instagram: @kellyhilgy

## Venue

### **Cedar Bay Farm** - owned by Kelly

Lebanon, OH

cedarbayfarm.com - Instagram: @cedarbayfarm

## Custom Decor

### **Flourishing Quirk** - Allison Affourtit

Services: custom calligraphy, keepsake engraving, signage rental, etc.

flourishingquirk.com - Instagram: @flourishingquirk

## Photography

### **Bethany Nicole Photography** - Bethany Lamb

bnphotography.zenfolio.com/

Instagram: @b.n.photo

## Cakes

### **The Cake Diva** - Debbie Forward

Services: Cakes for weddings and events

Facebook: The Cake Diva Cake Shop

## Cookies

### **JBA Bakes** - Julie Abel

Services: hand designed and decorated cookie sets for weddings and events

jbabakes.com

Instagram: @jbabakes