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## OUR SERVICES

A Paradigm Shift Event is an experience unlike any other. At A Paradigm Shift Event, LLC we specialize in creating an event vision that will exceed the expectations of everyone in attendance. We are a boutique wedding design and planning company committed to providing you with creative ideas that will make your event spectacular. It is important that your event is distinctive and unique. We will sit down with you to get an understanding of your dream, provide you with suggestions, and our expert advice so that all the ideas you have in your head about what you want from your event will come to fruition!

## THE INVESTMENT

Each wedding and event is unique. We ensure that no two A Paradigm Shift Event affairs are the same. Therefore, we do not offer a flat rate for our services. The number of guests, location, time of year, as well as the complexity of the logistics and design all impact final pricing, availability, and resources. We base our pricing on all of these factors to ensure that you receive the care and attention in the planning and execution of your wedding or event needed to make it truly shift the paradigm.

For events of 75 guests or less, one assistant is included in the package price. For larger events, and events needing more attention, the client will be billed by the hour for additional staff, which will be included in the contract. Weddings taking place more than 50 miles from the 27605 zip code may require travel expenses that will be included in the contract. We will create a personalized proposal based on your specific needs. A Paradigm Shift Event is not able to service weddings that do not utilize a professional caterer/catering services.

The retainer listed will reserve your date and ensure the rate based on the known information. In the event that the wedding or event changes in scope, detail, or logistics, the contract terms will be renegotiated. The prices listed in this document are *base* prices for the services provided and assume professional vendors, same location for ceremony and reception, 75 guests, bridal party of eight (including the bride and groom) and a four-hour reception.

## THE EPITOME (EVENT DESIGN)

A Paradigm Shift Event specializes in event design. THE EPITOME allows us to plan your day around your dreams. We create a one-of-a-kind, custom event. We take an empty slate and transform it into a well thought out masterpiece that will have your guest saying “WOW.” Whether special room decor, an activity during the event, or a sweet and appreciated touch, this is what creates an A Paradigm Shift Event. If you have a vision and are not sure where to begin, why not let A Paradigm Shift Event designers do the work for you? With our attentiveness to your wants and needs and attention to detail, A Paradigm Shift Event will bring your vision to life. THE EPITOME includes services such as:

- Exclusive Wedding Month - Once we have your event booked, we will not take any additional EPITOME clients that month! You will be our priority.
- Free personalized monogram gobo
- Wedding website or mobile phone app development assistance
- Invitation addressing (digital or handwritten)
- Unlimited meetings, phone calls, and emails to plan and evaluate all wedding details
- Customized budget according to your spending goals
- Personalized décor design including invitations, floral design, stationery, favors, etc.
- Suggested bridal wear according to personal style, figure and theme of the wedding
- Contracting of all vendors to optimize pricing
- Reviewing of all vendor contracts and monitoring of all vendor obligations
- Advice on wedding traditions, etiquette and protocol
- Management of the guest list and seating arrangement assistance
- Determination of availability and negotiation of discount rates for hotel room blocks
- Scheduling and attendance to bridal portrait, including arrangement of gown and bouquet delivery
- Planning and execution of rehearsal dinner and wedding rehearsal
- And more...

- Starting at \$3995.00. Retainer amount \$700.00.

## THE EVENT (DAY OF COORDINATION)

THE EVENT is designed to make sure that your day is seamless. We take care of all of the details so that you can be a guest at your own event. At A Paradigm Shift Event, we are experienced in trouble shooting, anticipating needs, and providing you with professional services designed specifically for those planning their own celebration. We take your vision and pair it with our expertise to ensure your wedding day is flawless. On the day of your wedding or event, A Paradigm Shift staff will direct all aspects of your celebration, allowing you to relax and truly enjoy your special day. Our unique system allows us to efficiently acquaint ourselves with the specifics of your celebration, assist you in making necessary adjustments, and help navigate challenges you may be facing. A sample of THE EVENT services include:

- Unlimited phone and face-to-face consultations the month before your event date.
- Detailed event or wedding day schedule and timeline for bridal party and family
- Supervise set up of wedding and reception site

- Coordination of all vendor delivery and set up on day of wedding at ceremony and reception site per your specifications, as well as provide any interference needed
  - Behind the scenes event management and troubleshooting, including our Wedding Day Emergency Kit
  - Coordination of reception activities (e.g., presentation of the bride and groom, first dance, dances with family, champagne toasts, cake cutting, bouquet toss, etc.)
  - Monitoring of specially requested photographs and videography during the reception
  - Distribution of gratuities to the necessary vendors
- Starting at \$995.00. Retainer amount \$200.00.

### **THE EVOLUTION (WEDDING/EVENT CONSULTATION)**

You want to do the planning, but need a little guidance. We will discuss what you envision for your celebration. After careful consideration, we will recommend vendors who fit your needs, from site locations for your ceremony and reception to favor suppliers. We are happy to review your budget and plans (or help you get started) to make sure you have thought of everything and addressed all the details. We will make suggestions on timelines, theme, vendors, and etiquette. This is perfect for the person that wants the guidance of a professional but may have others waiting in the wings to help. We will meet with and go over any questions you may have and even serve as your shadow planner. This plan offers you the benefit of a professional working on your behalf THE EVOLUTION of your event will happen before your very eyes. This package can be added to The Event or The Expansion. - Starting at \$595.00. Retainer amount \$200.00

### **THE ENTRÉE (REHEARSAL DINNER COORDINATION)**

**THE ENTRÉE** is a pre-wedding ceremony package that includes the rehearsal dinner, which is typically held immediately after the ceremony rehearsal. Guests are the bride, groom, bridal party and close family and friends, particularly those who will play a part in the wedding ceremony. More recently, out of town guests are invited to the rehearsal dinner (not the wedding rehearsal) as brides and grooms would like to provide more of an “experience” for their guests who have traveled to participate in the wedding festivities. The Rehearsal Dinner provides the bride and groom an occasion to thank those who participated in the wedding preparations and give both sides of the family an opportunity to meet before the wedding day. This package can be added to The Event or The Expansion. An engagement party coordination can be exchanged for a rehearsal dinner. - Starting at \$495.00. Retainer amount \$200.00

### **THE ENGAGEMENT (PROPOSAL PLANNING)**

The proposal is a big deal. The proposal story is told tens, if not hundreds, of times during the engagement. So it should be special. While Richard Gere in *Pretty Woman* and John Corbett in *Serendipity* were amazing, not everyone has that natural gumption or creativity. That is where A Paradigm Shift Event comes in. We will interview you and get to know you, your significant other, special moments of your relationship, as well as any things we should absolutely avoid. Based on the responses from the interview, we will help you create personalized and unique ideas for your proposal. Once you select the perfect idea, your plan (or THE ENGAGEMENT) is brought to life to create the perfect moment. We will have a handkerchief... there will be tears involved. - Starting at \$195.00. Retainer amount \$50.00.

## THE EXPANSION (AFTER EVENT FOLLOW UP)

At the end of the night, you do not want to think about returning rental items or returning the site to its original condition to get your security deposit back! You want to bask in the glow of a wonderful celebration. That is why we will take care of all of the details the night of and even several weeks after your event. Most event planners complete their services a day after the event. At A Paradigm Shift Event, we understand that some details take a little longer to address. We are here to help you with those details. Some of our Expansion services include:

- Return rental items (including cake stands, linens, furniture, easels, etc.)
  - Return of groom's and groomsmen tuxedos to rental location
  - Assistance with photographer order of pictures after the ceremony
  - Reconciliation of final budget
  - Thank you note writing
  - Bridal name change assistance
  - Consultation and design of photo books (hard back, soft back, or lay flat)
  - Photo slide show
  - Wedding announcement preparation
- Starting at \$495.00 Retainer amount \$100.00

## THE EXCEPTION (À LA CARTE SERVICES)

At A Paradigm Shift Event, we understand that everyone's needs are unique. Therefore, we offer customization options. We will work with you to develop a package of à la carte services to meet your specific needs, style, and budget. All of our services can be contracted on an à la carte basis. Choose what is right of you. We encourage you to customize your event planning experience.

## YOU DECIDE

Your event is special. It is an investment of time, effort, and love. At A Paradigm Shift Event, we understand that and want you to be a knowledgeable client. All of our packages offer unlimited email and phone consultations.\* We want you to have all the tools you need to make great decisions about your event informed by the best professional information possible. We want you to be an informed consumer. We will not pressure you to sign a contract, will not take commissions on sales, and will abide by the Association of Bridal Consultants Code of Ethics. You can rest assured that we will:

- Represent each client fairly and honestly, providing all agreed-to services in a timely and cost-efficient manner
- Establish reasonable and proper fees for services and provide written estimates to each client
- Use honest, factual advertising
- Deal with employees fairly, in an unbiased manner
- Operate a business that is a credit to the Association of Bridal Consultants and the wedding community
- Disclose to clients any payments received from suppliers

We look forward to hearing from you and earning your business.