

WEDDING FLOWERS 2020

Events by W.S. Floral

“FLOWERS FOR EVERY SEASON OF LIFE”



Events by W.S. Floral

“FLOWERS FOR EVERY SEASON OF LIFE”

Designing wedding flowers for you with experience, passion, and purpose.

Congratulations on your engagement! Events by W.S. Floral offers wedding floral designs tailored just for you. Whether you need a full-service wedding with reception tablescapes and ceremony installations or simply personal flowers for your wedding party, our studio has a place for you. At consultation, our designers will guide you through your vision and help you select the best style and flowers.



Events by W.S. Floral is housed within our retail flower shop, Wyoming Stuyvesant Floral. W.S.F. was founded in 1946 and is a third-generation florist. Jennifer Schuitema leads Events by W.S. Floral. She is Co-Owner of Wyoming Stuyvesant Floral working in the same location established by her grandparents. She's been designing in flower shops most of her life but only in earnest since 1998, when she graduated from Western Michigan University with a BBA. She is a member of the Chapel Designers, an international collective of wedding and event floral designers, and has studied under Holly Heider Chapple, one of today's lead wedding professionals on the international stage. She has a passion for flowers, floristry, and creating beautiful designs.

Where to start?

If you are interested in receiving a proposal for your wedding flowers from us, please fill out our Wedding Inquiry Form that can be found at <https://eventsbywsf.com/meet-with-us>. We're more than happy to meet in person at our retail location, or we can communicate via email and phone to produce a proposal.

Payment Terms

A retainer of 20% is required to “save-the-date.” Final payment is due no later than three weeks before the event. At the three-week mark and after final payment, the flower order is placed with our suppliers, wholesalers, and farmers. Any funds remaining because of decreases in the order after final payment will be re-allocated to enhance other designs.

We accept check, cash, Master Card, Visa, Discover, and American Express.

Wyoming Stuyvesant Floral

2315 Lee Street SW, Wyoming, Michigan 49519

(616) 532-2315 | jennifer@wsfloral.com | eventsbywsf.com

Pricing Guide 2020

We subscribe to a per-stem pricing structure. Each floral piece included in a proposal is priced based on the anticipated cost and stem count of each flower variety used to create each design. We do not have a minimum order for booking a wedding with us. Typically, there will be a minimum stem count required for particular varieties of flowers. For example, when including miniature calla lilies, we will include the cost of a full bunch. Including a quarter or half bunch is not an option.

We use line item pricing for our proposals. You will see the price for each item. Please keep in mind that eliminating items potentially could increase the individual prices of remaining items. Using calla lilies as an example again, if five calla lilies are designated for boutonnieres that are now being eliminated, those five calla lilies will be redistributed to other floral designs increasing those individual prices. Another scenario is if the original proposal was calculated using the cost of a case of flowers. If that proposal is revised making a case unnecessary, the prices of the remaining floral designs will be recalculated to reflect the higher cost of purchasing by the bunch. The total of the proposal will be less, but the line items could potentially be more.

The Price of Stems

Budget-Friendly Stems: This list includes flowers and greenery that have a low per-stem price. Standard colors of carnations, daisies, fugi, iris, tulips, alstroemeria, baby's breath, aster, statice, liatris, mums, salal, Israeli ruscus, leather fern, and spiral eucalyptus.

Moderately Priced Stems: Bells-of-Ireland, delphinium, gerbera, South American white and light blue hydrangea, larkspur, roses, snapdragons, spray roses, lilies, stock, sunflowers, dahlias (seasonal), waxflower, Italian ruscus, miniature pittosporum, dusty miller (seasonal), seeded eucalyptus (seasonal), and silver dollar eucalyptus.

Premium Blooms: Most of this list is seasonally available. Ranunculus, anemones, Dutch or local hydrangea, orchids, calla lilies, hellebore, peonies, stephanotis, gardenia, lisianthus, scabiosa, viburnum, hyacinth, garden roses, David Austin roses, anthurium, protea, sweet peas, astilbe, southern smilax, and camellia greenery.

Personal Floral Designs

Bridal Bouquet: The bouquet for the bride to carry typically ranges from \$100-\$300.

Throw Bouquet: The throw bouquet typically is \$20 and is comprised of a small cluster of blooms from the wedding flowers.

Bridesmaids' Bouquets: The bouquets carried by the maids typically range from \$65-\$150.

Flower Girl: For a minimal charge, we can provide you with rose petals to fill your own basket. (Please note some venues do not allow fresh petals to be dropped. Silk petals are available at hobby and craft stores and online.) A mini bouquet can be designed for \$25-\$75, a flower crown for \$50 and up, kissing balls for \$100 and up, or a petite wrist corsage for \$18 and up.

Corsages: Wrist and shoulder corsages starts at \$18 and average around \$35. (A corsage is either worn on the wrist or pinned on to the dress/blouse, and are traditionally worn by mothers, grandmothers, mistress-of-ceremonies, etc.)

Boutonnieres: Boutonnieres start at \$8 and average around \$15. (Boutonnieres are pinned onto the lapel of a jacket, and are traditionally worn by the men in the wedding party, fathers, grandfathers, master-of-ceremonies, etc.)

Ceremony Floral Designs

Chair/Pew Florals: The price of chair and pew flowers are highly dependent on the style, size, flower selection, and equipment required to attach the design. Plan on somewhere between \$10-\$60 per arrangement.

Altar Arrangements: Altar Arrangements start at \$100 and go up from there. Many large altar pieces are in the \$200-\$300 range. More budget-friendly arrangements are designed one-sided with flowers that match the tone, color palette, and style of the wedding. These arrangements can often be repurposed at the reception venue.

Unity Candle Arrangement/Altar Table Arrangement: Plan on somewhere between \$75-\$150. You are welcome to provide your own candles, but we do carry standard pillar and taper candles. This arrangement can also be repurposed at the reception for the head table.

Altar Arch/Chuppah: We can decorate the venue's structure or provide rental items. The cost is based on the size of the design and the size of the structure. Arches and arbors typically start at \$300 for flowers only, but can be less for a simple corner piece or all greenery. Structure rental, setup, and breakdown are separate charges.

Reception Floral Designs

Escort/Place Card Table: Designs for this table are typically elevated or highly-customized. This is a great place to be creative and set the aesthetic for the reception. Plan on \$100 and up for one "welcome" arrangement to \$500 for a custom designed tablescape.

Cocktail Tables: Simple and sweet budvases can be created for \$10 and up.

Head Table: The head table can be as simple as placing empty vases equidistance and using the maids' bouquets to decorate, to greenery garland and candles, to an elaborate floral table runner and a waterfall edge. And don't forget the option of repurposing the altar table arrangement. Pricing varies based on selection.

Guest Tables: Centerpieces can be created in many different price ranges. Something as simple as candles, to compote centerpieces, to elevated designs. Consider using a combination of tablescapes. For example, 3-5 elevated designs for drama with the remaining tables divided equally with half compote centerpieces and half with a candlescape.

- Candlescapes: \$10-\$30
- Vase Centerpiece: \$20-\$100
- Compote Centerpiece: \$70-\$200
- Elevated Designs: \$100-\$350

Cake: Cake flowers and greenery start at \$25

Delivery, Setup, Transport, Breakdown

Delivery: If you select to have your flowers delivered, your order will be placed on our regular delivery truck. Our delivery driver will safely transport the flowers to the venue, but no setup will be provided. A member of your team will need to distribute the flowers to the appropriate places at the venue. We recommend this over pick-up. Our delivery vehicles have systems to secure the flowers to avoid items tipping over. Our delivery drivers are very mindful of vehicle temperature and will ensure that your flowers are kept cool during transport. \$10-20 locally.

Setup: If a designer is required on location, there will be a minimum of \$100 setup fee per location. Setup is required for installations, aisle flowers, tablescapes, elevated designs, garland, etc.

Transport: If your plans require moving flowers from the ceremony to the reception, we will provide this service for an additional fee. The minimum fee is \$50.

Breakdown: We provide breakdown service that removes all rental equipment, glassware, and flowers. There is a minimum of \$100 per location before midnight, and a minimum of \$200 after midnight. It is important to communicate in advance what you would like us to leave or save.

Designs are the exclusive work of Events by WSFloral and Wyoming Stuyvesant Floral.

Images by Leighann Cobb Photography and Theo Milo Photography.