



# 2016 WEDDING GUIDE

# CONGRATULATIONS!

Congratulations on your engagement! Planning your wedding can be overwhelming. Working with a wedding planner will allow you to relax, have fun, and enjoy the wedding planning experience. Your event planning team will be responsible for implementing every detail and design on the day of your wedding. As professional wedding planners, our ultimate goal is to eliminate any stress you may have around wedding planning. We will save you from making costly mistakes and allow you much needed time to be with your fiancé and your families during your engagement.







# ABOUT WINEY BLONDE

Winey Blonde Events Co. was founded in 2010 by Karen Gramlich. Karen and her team have coordinated over 200 weddings in Atlanta's most prestigious wedding venues. The company is named after Karen's Grandmother, Mary Jane "Winey" Shober.

Winey Blonde Events Co. offers three levels of planning starting at \$850.



A bride and groom are shown from the chest up, facing each other and smiling. The groom is on the left, wearing a black tuxedo with a white shirt and a dark tie. The bride is on the right, wearing a white lace wedding dress with an off-the-shoulder neckline. She is holding a bouquet of white flowers with green leaves. They are standing in front of a rustic stone wall with a large window in the background. The lighting is soft and natural, suggesting an outdoor setting.

LEVEL ONE

## WEDDING DAY COORDINATION

Do you have all the details covered and need a wedding coordinator to ensure your wedding goes as planned? We're happy to work with you to create your wedding timeline and facilitate your rehearsal and wedding day.

## WHAT'S INCLUDED:

3 PLANNING MEETINGS, UNLIMITED PHONE  
AND EMAIL ACCESS

DIRECT THE REHEARSAL

CONFIRM WEDDING DAY VENDORS

We will confirm vendor arrivals, the items they are providing and send them a copy of the final timeline and floor plan.

ORGANIZE AND SETUP ITEMS

We will Organize and set up that belong to you such as photos, guest book, cake cutting items, send off supplies etc. *Note: This doesn't include setting up your table decorations or centerpieces. We are happy to do this for an additional fee.*

FLOOR PLAN MANAGEMENT

DISTRIBUTE AND PIN ON WEDDING  
FLOWERS

BUSTLE WEDDING GOWN AFTER CEREMONY

CONFIRM YOUR FLOWER ORDER AND  
DÉCOR IS SETUP CORRECTLY

TIMELINE MANAGEMENT

Follow through during the ceremony and reception to ensure that all vendors stick to the timeline

COORDINATE ALL RECEPTION ACTIVITIES  
WITH YOUR VENDORS

TO GO MEAL

Prepare cake and meal for couple to take from reception

GIFTS

Load gifts into designated car.



A close-up photograph of a bride and groom. The bride is on the left, wearing a white dress and holding a bouquet of flowers. The groom is on the right, wearing a light-colored suit and a colorful bow tie. They are both smiling and looking at each other. The background is blurred, showing an indoor setting with warm lighting.

## LEVEL TWO

# PARTIAL PLANNING

Our Partial Planning package is personalized to fit your circumstances and planning preferences. Maybe you have already booked your venue and caterer, but still need help finding some of the other vendors for your wedding. Or maybe you have started the planning process and feel completely overwhelmed. Let our team step in with partial planning. Pick the services you need and don't pay for those tasks you already have taken care of. All of our partial planning packages include day of coordination services.



## WHAT'S INCLUDED:

### BUDGET SERVICES

*Choose between*

Basic Budget Template with Initial  
Budget Meeting

*or*

Complete Budget Management

### DESIGN SERVICES

*Choose between*

DIY Wedding Design & Setup  
for the bride who has created her own  
decorations but needs someone to set  
things up and figure out where things  
should go

*or*

Complete Wedding Day Design  
including Style Board and Color  
Scheme Ideation Ceremony and  
Reception Room Floor Plans

### VENDOR COORDINATION

Vendor research, consulting and  
recommendations

### COORDINATION OF RENTALS

tents, linens, tables, china, silverware,  
chairs, portable restrooms, heaters,  
generators, staging, flooring, and  
draping

### GUEST MANAGEMENT

Hotel and Room Block Management  
RSVP and Guest List Management  
Stationary Coordination  
Transportation Coordination  
Welcome Bags and Favors

### EVENT MANAGEMENT SERVICES

Coordinating for additional events like  
the Welcome Event, Rehearsal Dinner,  
Day After Brunch, etc.

ALL LEVEL ONE COORDINATION SERVICES  
ARE INCLUDED IN THIS PACKAGE



## LEVEL THREE

# FULL SERVICE PLANNING

This service is designed for the busy couple who wants to enjoy the planning process. If you expect many overwhelming details involved in planning your wedding, consider bringing in a full time planner. Someone else can manage the details and allow you to truly enjoy your engagement.

## WHAT'S INCLUDED:

### BUDGET MANAGEMENT

We assist with the distribution of vendor payments and make sure everyone gets paid on time. We help with budget planning to keep your wedding on track. We will do our best to find savings along the way.

### DÉCOR

We will help you develop your style, colors, theme and how to incorporate your unique signature into your day.

We will provide recommendations and help coordinating details like your floral, linens, lighting, furniture, stationery and all décor.

### EVENT STYLING

We can assist you with the design and styling for all events surrounding your big day. We also will set up items such as guest book, sparklers, candles etc.

### VENDOR RECOMMENDATIONS AND COORDINATION

Based upon your personal style, budget, and vision, we put together a customized list of vendors. You'll have a customized starting point for florists, photographers, videographers, caterers, musicians, Officiants, etc.

### CONTRACT REVIEW

We review your vendor contracts to ensure there are no redundancies, you've booked enough hours, and that you are not accruing unreasonable or hidden costs.

### ATTENDANCE AT VENDOR MEETINGS

We set up and attend meetings with everyone involved in the process. We will be with you as you attend meetings with vendors, go on site

visits at your venues, décor and design meetings, and tastings to help you make sure everything is aligning with your vision.

### COORDINATION OF RENTALS

We organize and coordinate rented items such as tents, linens, tables, china, silverware, chairs, portable restrooms, heaters, generators, staging, flooring, and draping.

### ALL LEVEL ONE AND TWO COORDINATION SERVICES ARE INCLUDED

# FAQS

## How many wedding clients do you take on in a year?

Each of our coordinators takes on about 2-3 weddings per month. We limit ourselves to full service planning for a limited number of clients per year because of the extensive process.

## How many meetings and phone calls are included in our package?

Our Wedding Day Package includes 2 planning meeting and an initial consultation. You have unlimited access by phone and email no matter what package you book.

## What is the payment schedule?

We require a \$500 non-refundable deposit. The remaining balance is due 30 days prior to the wedding date.

## What time will you arrive and depart on the day of our wedding?

Our Wedding Day Package covers 8-10 hours on the day of the wedding. In addition, we are present for the rehearsal.

## How big are your typical events?

We have planned events with guest counts as low as 30, and large as 300!

## My mom or a family friend is going to help plan the wedding. Why do I need to hire a professional?

The last thing you want your family to do on your wedding day is run around setting things up. This should be a stress-free day, not only for you, but also for your family and friends. They may not mind helping out, but we think its best to give family the opportunity to celebrate with you. This is a special day. Let us sweat the details while you create memories with your family.





A close-up photograph of a bride's hands holding a large, lush bouquet of white peonies. The bride is wearing a white wedding dress with a visible train. The background is softly blurred, showing hints of greenery and a bright, sunny outdoor setting. A white rectangular box is overlaid on the left side of the image, containing the text "HOW TO GET STARTED" in a bold, red, sans-serif font.

## HOW TO GET STARTED

## STEP ONE

**Schedule a consult  
with one of our  
planners.**

We can't wait to meet you! To schedule a consultation, send Karen an email at:

KAREN@WINEYBLONDEEVENTS.COM

*or call the office at*

770.712.2800

## STEP TWO

**Choose package and  
make deposit.**

During our first meeting, we will help you choose the package that makes the most sense for you. when you're ready to move forward, you'll make your deposit.

## STEP THREE

**Enjoy the wedding  
planning process.**

We will handle the details as you enjoy every bit of your engagement.

WINEY  BLONDE  
— *Events Co.* —