

# KATE+ CO

*Est. 2012*

PACKAGE DETAILS

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2021



# OVERVIEW OF PACKAGES

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**FULL PLANNING + DESIGN.....\$4,800**  
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**WEDDING COORDINATION.....\$2,800**  
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**“DAY-OF” COORDINATION.....\$1,800**  
PAGE 11

**STYLING or CONSULTING SERVICES.....\$80/hr**  
PAGE 14

*package availability may vary by date  
each event is different and may require additional fees based on the complexity of the event  
please note that this does not include travel expenses from Northwest Arkansas or holiday pricing, which may apply to your event  
package prices are only valid for the Kate & Company Arkansas office*









# FULL PLANNING + DESIGN

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starting at \$4,800\*

This is a full-service, all-inclusive package that is perfect for the couple who wants a stress-free wedding planning experience. Allow us to use our expertise to plan, design and manage the wedding of your dreams. With this package, we will manage your every aspect of the planning and execution of your wedding. From budget management to vendor communications, we handle it all so you can enjoy your big day.

## INCLUDES:

- All items included in the Wedding Coordination package (page 8)
- Fully-dedicated design & execution team
- Weekend exclusivity
- Comprehensive, full-event design and presentation (see details on page 5-6)
- Diagramming and blueprint creation
- Vendor recommendations and discounts
- Complete vendor management
  - Vendor meeting set-up
  - Vendor contract evaluation
- To-do lists personalized to the client and engagement time-frame
- Hospitality services, including hotel blocks creation and management
- Full budget management
- Payment reminders
- Seating chart development and assistance
- Optional additions:
  - RSVP tracking
  - Invitation assembly
  - Wedding website creation and management

\*Package price may vary based on the complexity of the event.

\*\*Package pricing is valid for one month after initial consultation.

\*\*\*If event is 30 miles outside of Fayetteville, Arkansas, travel fees will apply.

# FULL PLANNING DESIGN PROCESS part i

selection of the essentials

## STEP #2: CUSTOM FASHION STORY CREATION

proposal of a variety of fashion stories based on the selected color story, preferences shared and overall mood of the wedding

### FASHION STORY I // THE LADIES

joanna august gowns – different styles same color  
marsala, denmark blue or gray dresses  
comfy neutral heels  
gold, sparkly statement earrings

bouquet to show the various tones from the color stories – not reflective of actual design, as the color story has yet to be selected

## STEP #1: CUSTOM COLOR STORY CREATION

proposal of a variety of color stories based on inspiration and interests you share in the design questionnaire you complete

### COLOR STORY I // *fallin' in love*

LAUREN + CONNOR

ACCENT COLORS <small>in the florals, and small details</small>	COPPER	SPICE	PEACHY KEEN	SALMON	GOLD
PRIMARY COLORS <small>in the attire, linens, and the focus of the design</small>	DEEP PURPLE	DRIED MAGNOLIA	PINE	MARSALA	MIDNIGHT BLUE
BASE COLORS <small>the colors behind the accent &amp; primary colors, i.e. in florals</small>	GRAY	DILL	OLIVE	EMERALD	CHARCOAL
OUR "WHITE"	IVORY				

### THE FLORA STORY

DRIED MAGNOLIA – MUSTARD AMARANTHUS – SILVER DOLLAR, WILLOW, BLUE & SEEDED EUCALYPTUS – FERNS – PROTEA – QUICK SAND ROSES – ANEMONES – RANUNCULUS – RASPBERRY PUNCH DAHLIAS – IVORY GARDEN ROSES – RED BERRIES – NAGI – ENEERY – PAMPAS GRASS

## STEP #3: CUSTOM FLORA STORY CREATION

proposal of specific species, varieties and textures of the florals that will help the design come to life



# FULL PLANNING

## DESIGN PROCESS part ii

development of the details

### THE INVITATIONS – option v

ARCHITECTURAL  
HUNTER GREEN FONT  
SIMPLE + MODERN  
MENU OPTION  
FONT COLOR CAN BE CHANGED + FOIL ADDED

### WELCOME GIFT //

SMALL + SWEET.

### THE TENT //

SEATING FOR 280, SOME ROOM TO GROW.

### THE TABLE TOPS – head table

- WOODEN TABLES
- MUSTARD AND SMOKE TABLE RUNNERS
- GHOST CHAIRS
- HANGING GREENERY
- LOW CENTERPIECES IN DRAMATIC COLORS
- EMBER GLASSWARE
- WHITE CHARGERS
- EMERALD NAPKINS

## CUSTOM COMPREHENSIVE DESIGN

our team develops a completely custom design based off of the questionnaire preferences, conversations, and previously selected stories. **No detail is spared from our design!**









# WEDDING COORDINATION

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\$2,800

This package is perfect for the couple who wants to plan their own wedding, but needs a little direction and advice along the way. With this package, you gain immediate access to our exclusive online planning software and our professional advice on all things wedding. Additionally, with this package, we handle all of logistics of your wedding day. Four weeks out from your wedding, we will begin customizing your wedding day timeline and on the week of the wedding, we will perform your rehearsal and manage your wedding from set-up to strike!

## INCLUDES:

- Inspiration mood board creation (see details on page 9)
- Advice as needed – on any topic, at any time throughout your engagement!
- Vendor recommendations
- Complete management of all logistics, starting four weeks out
- Comprehensive check list of wedding planning tasks, including recommended timing
- Working production schedule for all vendors
- Access to Online Planning Software (see details on page 11)
- Personalized wedding day timelines for family and wedding party
- Production manager & execution team for the duration of the wedding day
- Ceremony rehearsal run-through
- Event set-up and strike
- Wedding day management
- Day-of photographer management
- Etiquette expertise
- Emergency kit
- Detailed box

\*Package pricing is valid for one month after initial consultation.

\*\*If event is 30 miles outside of Fayetteville, Arkansas, travel fees will apply.





# WEDDING COORDINATION

## INSPIRATION MOOD BOARD EXAMPLES

a guide to making your design decisions

### INSPIRATION MOOD BOARD

a guide to making your design decisions



### INSPIRATION MOOD BOARD

a guide to making your design decisions



We help you make sense of all the inspiration images you love to create a concise mood board to use as you make your design decisions!







# “DAY-OF” COORDINATION

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\$1,800\*\*

Feeling confident in your planning skills and just need a professional to manage your wedding day plans? This package is for you! Why the quotation marks? Because our “Day-Of” package includes some bonus items that come before the actual day of your wedding! In addition to complete management of your wedding day, with this package you receive immediate access to our exclusive online planning software, a one-hour consultation on any topics (scheduled at your discretion) and a coordination meeting one month before the wedding, reviewing your plans in depth. Four weeks out from your wedding, we will begin customizing your wedding day timeline and on the week of the wedding, we will perform your rehearsal and manage your wedding from set-up to strike!

## INCLUDES:

- Coordination meeting, one month before wedding
- One hour consultation on any topic, scheduled at clients' discretion
- Day-of timeline creation for all vendors
- Access to Online Planning Software (see details on page 12)
- Personalized wedding day timelines for family and wedding party
- Production manager & execution team for the duration of the wedding day (up to 30 hours)
- Ceremony rehearsal run-through
- Event set-up and strike
- Wedding day management
- Day-of photographer management
- Etiquette expertise
- Emergency kit
- Detailed box

\*Package pricing is valid for one month after initial consultation.

\*\*If set-up or strike is deemed to be excessive, additional fees may apply.

\*\*\*If event is 30 miles outside of Fayetteville, Arkansas, travel fees will apply.



# ALL PACKAGES

## ONLINE PLANNING SOFTWARE

available *exclusively* with KATE & COMPANY  
24/7 access to all wedding details

### BUDGET MANAGEMENT

complete visibility to and transparency with the financials,  
estimates, actuals and expenses coming due

BUDGET: \$30,000.00		Paid: \$2,028.62				Budget: \$30,000.00
						Entered: \$30,227.12
	Estimate	Actual	Difference	Paid	Due	
Photography						
Photography	\$2,400.00	\$2,400.00	-	\$400.00	\$2,000.00	
	\$2,400.00	\$2,400.00	-	\$400.00	\$2,000.00	
Entertainment						
	\$4,000.00					
Ceremony Entertainment	\$100.00	-	-	-	-	
Reception Entertainment	\$4,000.00	\$4,000.00	-	\$704.00	\$3,296.00	

CEREMONY								EVENT INFO & OPTIONS		CHANGE VIEW
RSVP #	Names	Formal Addressing	Children	List #	Invite Sent	Response	Group	Street		
141	Doyle & Marian Alexander	Doyle & Marian Alexander		A List		✓	Spencer's Family	2703		
184	Hassan Alkhaliefa	Hassan Alkhaliefa		A List		✓	Amanda's Friends	6441		
208	Joe & Sarah Anderson	Joe & Sarah Anderson		A List		✓	Spencer's Friends	25009		
198	Jack & Anne Ball	Jack & Anne Ball		A List		✓	Amanda's Friends	2998		
149	Mike & Sarah Baum	Mike & Sarah Baum	McKenna and Jaelyn	A List		✓ 3/4	Friends	1009		
202	George & Lisa Beegle	George & Lisa Beegle		A List		✓ 1/2	Amanda's Friends	P.O. B		
138	Derek & Katie Bergthold	Derek & Katie Bergthold		A List		✓	Spencer's Family	110 S		
164	Dennis & Sue Bergthold	Dennis & Sue Bergthold		A List		✓	Amanda's Friends	910 W		
224	Doug & Judy Blank	Doug & Judy Blank		A List		✓	Amanda's Friends	817 W		
148	Chris & Stefanie Borkert	Chris & Stefanie Borkert	Flora, Scout and Timber	A List		✓	Friends	210 G		
162	Kaitlyn Boucher & Guest	Kaitlyn Boucher & Guest		A List		✓	Amanda's Friends	8181		
104	Matthew & Nicole Bowen	Matthew & Nicole Bowen	Silas	A List		✓	Spencer's Family	7900		

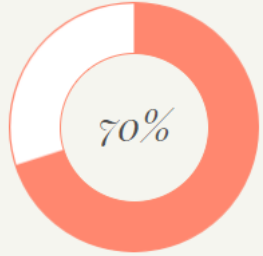
### COMPLETE GUEST LIST MANAGEMENT

simplifies and tracks all details for the guest list

### HIGH LEVEL OVERVIEW


allows clients to view need-to-know items easily +  
without overwhelming them with info!

#### PLANNING PROGRESS



70%

#### GUESTS



- 2 Confirmed
- 210 Awaiting Response
- 0 Declined
- 0 Waitlist

58 days to go until  
*October 12th, 2019*

#### MY TO-DOS

1. Pay The Record \$12,000.00 [details...](#)

#### IMPORTANT ITEMS

**Saturday** CHECKLIST Finalize menu and  
for your guests, +  
Event Info & Opt

**Sep 12th** PAYMENT Pay The Record

Budget: \$30,000.00

Paid: \$2,028.62

Entered: \$30,227.12

#### 9-12 MONTHS

- ☐ Choose your bridesmaids, invite them to be in your bridal party. 9-12 months
- ☐ Choose your flowergirl and ringbearer. 9-12 months
- ☒ Begin shopping for a wedding dress. 9-12 months
- ☐ Choose your groomsmen, invite them to be in your bridal party. 9-12 months
- ☒ Determine who will need wedding day styling services.
- ☐ Collect guest list addresses. 9-12 months
- ☐ Research accommodations for out of town guests as needed. 9-12 months

OCTOBER, 2019 - JANUARY, 2020

### TASK MANAGEMENT

tasks assigned to individuals +  
tracked by due date





# STYLING + CONSULTING SERVICES

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\$80 per hour

## Need some expert advice without a package?

*From styling services, to timeline creation, to vendor recommendations + everything in between, we are here to help! Reach out to let us know what you would like help on and we will schedule time to help determine your needs!*







# REVIEWS

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## KATE + CO LOVE

see our reviews in the following locations, or reach out for references from former clients and industry professionals!

[The Knot](#)

[KateAndCompanyAR.com](http://KateAndCompanyAR.com)

## LET'S GET STARTED!

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## BOOK ASAP!

like many things, engagements come in waves, so we cannot guarantee your date until we have your signed contract & deposit.

## ANY QUESTIONS?

contact us at [hello@kateandcompanyar.com](mailto:hello@kateandcompanyar.com)  
or text/call 479.755.3492