



## *Wedding Coordination*



## WHO WE ARE

### KIM HERSEL, MANAGER OF MAYHEM

Kim has 20+ years of event planning experience. She began in the non-profit sector planning and executing fundraising events ~ swanky galas, golf tournaments, all kinds of crazy events that encouraged people to engage in worthy causes. "I've learned from the very best professionals how to present missions with passion in such a way that people want to give of their time and money." Kim has worked with heads of state, royalty, celebrities, sports superstars, and musicians. "I've been honored to create and plan so many wonderful events, I couldn't possibly pick a favorite! With such a wide variety of event elements, I've seen everything!" For the past five years, Kim's focus has changed to wedding planning. "I love working with brides, grooms, and their families to bring to fruition the wedding they've envisioned." Kim's experience allows brides and grooms to be confident their special day will go according to plan. "The comment I hear most often is, 'You're so calm!' Did I mention I've seen everything?" Nothing makes up for experience, and Kim has plenty. Her title, Manager of Mayhem says it all.

### CHELSEA HERSEL, CHIEF CHIT-CHATTERER

Chelsea has been working events since she was a teenager, paid in shoe shopping trips from her mom/boss. Now, her passion for party planning has blossomed into a flourishing career. She has a Bachelor's degree in Communications, which makes her the ultimate expert in talking ~ something easily apparent to anyone who meets her! In the past 13 years, she has assisted in planning all kinds of events from weddings to luncheons to concerts. In her spare time, she sings at different venues around town (even for weddings and in a wedding band for a while) and is working on her first EP. However, nothing is more exciting or satisfying for her than getting to know her clients and their friends and families.

### VANESSA HERSEL, DIRECTOR OF DETAILS

Vanessa's background is as diverse as her talents. She has a wide range of interests and skills that naturally lend themselves to event planning. Before officially working with her mom and sister, she managed stores for Victoria's Secret for five years. Her passion for perfection follows her through her additional career as a teacher at a performing arts school. She is a stickler for details ~ no detail is too small to be organized. Her favorite things are checklists, schedules, and charts. Yet she also loves fashion, music, romance, and all things girly.

### NICOLE WALD, CREATIVE CURATOR

Nicole is Queen of Craft Corner! She is so creative, it literally seeps out of everything she touches. She has a Master's Degree in Architecture and is an accomplished graphic artist. Nicole has worked with Kim for over 10 years and is a permanent member of The Responsible List. Nicole's warm and infectious personality makes her a valuable member of our team.

Each wedding is as unique as the couple getting married and, as such, we don't limit our services to a list of tasks. We will work tirelessly and with our considerable talents and experience, to make sure your wedding goes according to plan. Here's how we work for day-of coordination.

#### STEP ONE - INITIAL CONSULTATION

We know, you want a price, but your wedding is so important that we want to know exactly how we can help you make it come together. We're happy to meet with you at your convenience to hear about your vision and get to know you a little bit.

#### STEP TWO - PROPOSAL

We will put together a customized proposal for you. If you decide to add more elements, we're happy to revise it at any time. If you decide to cut out some tasks, that's fine too. Our proposal is a starting place.

#### STEP THREE - CONTRACT

After we agree on exactly the services you want, we'll give you a contract with standard terms that outline exactly what we're going to do and what we require from you. Upon signing the contract, we'll hold the date on our calendar for you. We require a \$500 non-refundable deposit at this time.

#### STEP FOUR - COMMUNICATION

Depending on the service you want, we'll begin communicating with you about vendors, timelines, recommendations, etc. You'll probably hear from us way more than you want to! We may be touring venues with you or consulting with caterers or florists, reviewing contracts to make sure nothing is slipping through the cracks.

#### STEP FIVE - FINAL WALK-THROUGH

About four to six weeks before your wedding, we will set up a final walk-through with you, your family members, wedding party, vendors ~ whoever you want to invite. At this time we will go over your timeline (usually there is a Master Timeline for days before the wedding through the day itself and a more detailed Ceremony Timeline for the ceremony). By the time you leave the final walk-through, you should be confident that all your vendors understand what to do and where to be. We want you to enjoy the last few weeks before your wedding celebrating with friends and family and not worrying about the wedding details.

#### STEP SIX - WEDDING DAY

We'll be your resource from beginning to end.

#### STEP SEVEN - FINAL PAYMENT

The balance of your contract is not due until the wedding is over. We want you to be satisfied with all of our services before you complete your payment.



*For full service wedding planning, an individualized comprehensive timeline and management plan will be created and implemented.*

*If you must have some prices, here are some of our most popular services to help you plan:*

## WEDDING PLANNING

### SERVICES:

- Unlimited consultations and meetings
- Manage set up and break down of ceremony and celebration
- Creation and implementation of detailed timeline for ceremony and celebration
- Coordinate with vendors and deliver vendor payments

**Starting at \$3,000**

## DÉCOR

### SERVICES:

- Day-Of Planning services
- Design consultations
- Use of all décor inventory
- Execution of décor plan\*

(This option is for clients who want help with decorating and don't want to put everything together on their wedding day.)

**\$3,500**

*\* Florists are valuable professionals. We are not florists and our fees do not include flowers.*

## DÉCOR RENTAL

### SERVICES:

- Use of all décor inventory

(This option is for our DIY Divas who love to decorate and want to do it all themselves!)

**\$1,000 for access to all the décor items in our inventory**

## FULL SERVICE PLANNING

### SERVICES:

- Start to finish wedding planning with unlimited consultation
- Vendor recommendations, appointments, contract negotiation, fulfillment
- Comprehensive timeline and budget creation
- Print (invitations, menus, programs, etc.) and website design services
- Guest management, hotel reservations, welcome gift design and delivery
- Décor coordination and implementation, set up and tear down
- Rehearsal and rehearsal dinner management
- Resource for friends and family during the week of the wedding

Starting at \$5,000



creating moments that shine