



*Krista's Event Concepts*

**MAKING YOUR WISH SING A MEMORABLE LULABY**

**WE PLAN & DESIGN CELEBRATIONS WHILE STAYING WITHIN  
A REALISTIC BUDGET**

**2023-2024 BROCHURE**

**FOR YOU AND ESPECIALLY YOU!**



## Dear Future Client:

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Thank you for allowing Krista's Event Concepts LLC. the opportunity to propose our services to you. Our Event planning & Event Design services are created with clients in mind. We pride ourselves on working strategically to plan and execute event plans and designs that are memorable, special and affordable. We can be reached during business hours 11:00 am and 4:00pm EST at 770.337.4603 however we encourage you to make an appointment via email at [info@kristaseventkoncepts.com](mailto:info@kristaseventkoncepts.com) 7 days a week at any time. We will get back to you promptly!

When you move forward with us, your event will sure to be flawlessly executed. Krista will personally oversee the entire event, and will have team members on hand to ensure execution is seamless. We handle all aspects of the event as outlined in our custom packages. We keep in close contact with you throughout the entire process to ensure that we are always on the same page. Our Special Events Coordinator & Manager is fully equipped to make sure you have everything you need timely.

As with all of our events, we will be setting up meetings with you, vendors as needed within the weeks leading up to the event date to make sure everyone is abreast of what is going on. These meetings are usually virtual but can be in person upon request after booking.

Our team genuinely looks forward to working with you!

Eventfully Yours,

*Krista D. Long*



*Krista's Event Concepts*

[www.kristaseventkoncepts.com](http://www.kristaseventkoncepts.com)



# ABOUT KRISTA



## KRISTA D. LONG

**LEAD CERTIFIED EVENT PLANNER**  
**LEAD CERTIFIED EVENT DESIGNER**

Krista Long obtained her Master's Degree in Public Relations & Communication from Walden University. She holds an Undergraduate Degree in Business Administration & Marketing from Clark Atlanta University. She later obtained an International Certification in Event Planning and Event Design from Correlations LLC. and became one of the first Alumni of Correlations LLC.

She founded Krista's Event Koncepts LLC. in 2013. With over 10 years of experience, she has successfully planned, coordinated, designed & staged countless events. Her skillset encompasses corporate, private and social celebrations. From corporate meetings, commercial building & team building events, a total of 38 medical office buildings collectively, small office parties and private social gatherings. KeK is a privately owned Event Planning services company that prides ourselves on our knowledge and experience to execute any event.

Krista pays very close attention to detail and organization.



# WE PLAN - LOGISTICS WE DESIGN- DECORATION



We are avid Planners!

We are creative Designers!

**"Event Planning is all about logistics, contingency plans and execution " -Krista**

We've made it our mission to create **planning** packages that give a strategic breakdown of every step we take. Each package includes all areas needed for a fully executed and well planned event. Includes venue research, vendor types, entertainment and inventory rental items commonly used for your specific event type providing inventory of our own to help you cut costs from rental companies.

**"Event Designing is all about creating, handcrafting and making an entire space look completely transformed by beautiful details that WOW guests." -Krista**

When creating a theme or color scheme customer's often get overwhelmed with all the details. We have created affordable **design** pricing with you in mind. Doing this helps clients to achieve their visual goals for a memorable design vision by adding our flavor for their special day i.e. our "Koncept"!



# OUR TEAM

Our team is the best! They are very professional. Each have a background in Business, Customer Service, Event Planning & Event Design execution. If Krista is ever focused on handling logistics to make your celebration the best, the team is always available to answer any questions. We manage our calendars collectively and we will always schedule a call to give you our undivided attention.

If either of them are on vacation, Krista will make sure that someone professional is in place to assist with your event needs. You can also email them centrally at [info@kristaseventkoncepts.com](mailto:info@kristaseventkoncepts.com)

## KEK TEAM



**JASMINE ATKINS**  
**SPECIAL EVENTS COORDINATOR**  
**& MANAGER**



**JOSEPH MERRITT**  
**SPECIAL EVENTS DESIGN**  
**ASSISTANT**



**LAURETTA WILLIAMS**  
**LEAD SPECIALTY DESIGN**  
**CONSULTANT**



# KEK "SOCIAL GATHERING PLANNING" PACKAGES

## BRONZE

### "DAY OF" EVENT PLANNING COORDINATION SERVICES

**\$2345**

This package is for the client that has completed all of the planning but needs an Event Planner to manage & execute their vision on the day of the event to ensure things go exactly as planned.

Valued at \$195 per hour for 12 hours of executing your plans

8 hours of onsite execution

2 hours event meeting overview

1 hour event vendor management

1 hour breakdown

For 25-50 guests maximum

- Create a detailed timeline to ensure everything goes as planned
- Confirm contracted vendor arrangements
- Review all vendor agreements
- Attend final walk through at venue
- Review Floorplans
- Review Day Of Timeline
- Review Event Day Itinerary and any programs



All Packages include 7% sales tax  
Additional consulting billed at \$195 per hour

# KEK "SOCIAL GATHERING PLANNING" PACKAGES

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## SILVER

### PARTIAL EVENT PLANNING SERVICES

**\$2745**

This package is ideal for the client that has already done some of the planning but needs help finding vendors as well as a professional Coordinator to keep things organized. Simple planning services to help you with an overview of your entire event. One on one professional consulting to help you plan your event. Includes planning tools and worksheets to assist with the process. Assistance keeping you organized.

Valued at \$195 per hour for 12 hours of planning  
8 hours of pre-planning & 4 hours day of event management  
(3 hours vendor management & 1 hour breakdown)  
For 25-50 guests maximum

- Make sure you stay within your budget
- Establish a planning timeline
- Create an event agenda
- Create floor plan and functional event space blueprint
- Help you find a venue and vendors
- Attend 3 vendor meetings of your choice (caterer, florist, pastry chef, etc.)
- Monthly and weekly correspondence
- Confirm contracted vendor arrangements
- Attend final walk through at venue
- Up to 10 hours of onsite directing and coordination at the event



All Packages include 7% sales tax  
Additional consulting billed at \$195 per hour

# KEK "PLANNING" PACKAGES

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## GOLD

### FULL SERVICE EVENT PLANNING

**\$2945**

This option is for the client that wants to hire a professional to take care of all the logistics. Start to finish detailed planning. We will take on the details so that you can enjoy your event. All prior event planning and day of coordination included.

Valued at \$195 per hour for up to 12 hours of planning  
8 hours of event day execution  
3 hours vendor management & 1 hour breakdown  
For 100 guests maximum

- Plan and manage the event from start to finish
- Create and maintain a realistic budget and make sure you stay within your budget
- Create an event agenda
- Assist you in deciding on theme, décor, and overall ambiance of your event
- Establish a checklist and event planning timeline
- Create an event agenda
- Create floor plan and functional event space blueprint
- Venue recommendations & search (organize up to 3 site visits according to your preferences)
- Schedule appointments with vendors (collect quotes and review vendor contracts)
- Attend or Set Up 3 vendor meetings of your choice (caterer, florist, pastry chef, etc.)
- Provide you with bids and estimates from the vendors and venues
- Monthly and weekly correspondence based on time up until the week of the event
- Confirm contracted vendor arrangements
- Attend final walk through at venue
- Up to 10 hours of onsite directing and coordination at the event
- Arrive up to 3 hours early for setup onsite during deliveries and to supervise vendors
- Ensure that the event site is setup and decorated according to your wishes
- Provide 1 hour of breakdown/clean up after the event

# KEK FULL PARTY "DESIGN" PACKAGES

## "YOU PLAN, WE DESIGN"

These 4 design packages are for the client wanting their **venue** to look very beautiful. We custom create every single theme according to the client's color scheme. Everything is assembled prior and ready on the day of the event to be set up at the desired location for the client. These packages are venue setup only unless paired with an Event Planning package. The Event Design team will set up and drop off so that you can enjoy your event without any interruption. We will return at the end of the event to breakdown.

Venue cleaning fee is an additional \$295.

Note: These packages cannot be modified. Consult with Event Designer for any additional Design Concepts desired

### **BASIC PARTY DESIGN KONCEPTS**

Simple event decorations for your event space up to 25 guests

**\$2000**

### **IN-BETWEEN PARTY DESIGN KONCEPTS**

"In the middle" event decorations for your event space up to 50 guests

**\$2200**

### **DELUXE PARTY DESIGN KONCEPTS**

Grand event decoration for your event space up to 75 guests

**\$2400**

### **PREMIUM PARTY DESIGN KONCEPTS**

Grand event decoration for your event space up to 100 guests

**\$2600**

Each Package includes:

- Custom Stationery  
(favor tags, water bottle labels, and signage)
- Custom Centerpiece creations
- Floral Themes (additional \$200 per centerpiece for *real florals*)
- Balloon Decorations with Backdrop
- Plastic Table covers (round/rectangular)
- Premium Plates Flatware to fit the theme (sturdy plastic forks & plates)
- Theme/Color Scheme napkins
- Theme Place Settings (*charger plates* for additional costs)
- Tablescape creation for rectangle tables



# KEK BOOKING PROCESS

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**AFTER REVIEWING THIS BROCHURE IN IT'S ENTIRETY,  
IF YOU WOULD LIKE TO FURTHER DISCUSS YOUR EVENT  
CELEBRATION PRIOR TO BOOKING  
PLEASE BOOK A CONSULTATION CALL AT  
[www.kristaseventkoncepts.com/contact](http://www.kristaseventkoncepts.com/contact)**

- **INQUIRE**
- **15 MINUTE CONSULTATION**
- **REVIEW PROPOSAL**
- **PAY RETAINER ONLINE (\$300.00)**
- **CHOOSE A PACKAGE**
- **SIGN THE QUOTE**
- **SIGN THE CONTRACT WITHIN  
24 HOURS**
- **PAY DEPOSIT (TBD)**
- **PLANNING/DESIGN SERVICES BEGIN**



# **CUSTOM QUOTES ARE AVAILABLE**

**Custom Quotes are available for events exceeding 100 guests  
with a required minimum budget of \$9K**

Krista is more than happy to draft a personal full quote for your event. Submit the pre-consultation form on the website at [www.kristaseventkoncepts.com/contact](http://www.kristaseventkoncepts.com/contact) and a member of the team will contact you to schedule a phone consultation. You will then be invoiced \$295. Once received, Krista will call to discuss your vision. You will receive your full quote within 1 week of the request date to use as needed. When you choose to book KeK to execute the event, the \$295 will be deducted from your overall event package/budget total.

**THIS QUOTE MAY INCLUDE BUT IS NOT LIMITED TO:**  
**3 VENUES**  
**SPECIALTY VENDORS:**  
**2 DISK JOCKEYS**  
**2 CATERERS**  
**2 PHOTOGRAPHERS**  
**2 LUXURY 360 DEGREE PHOTOBOOTH**  
**2 BAKERS/PASTRY CHEFS**  
**STATIONARY**  
**FLORISTS**  
**ENTERTAINMENT**  
**SPEAKERS**  
**BARTENDERS**  
**SERVERS**  
**SINGERS**  
**EVENT PLANNING PACKAGE RECOMMENDATION**  
**EVENT DESIGN RECOMMENDATION**  
**AND ANY OTHER VENDORS YOU MAY WANT TO USE**

*(not to exceed 15 vendors)*

*For Budgets over \$10k a 20% Event Services Fee is automatically charged*

**At this time the KeK Team invites you to HIRE us for services. We look forward to helping you execute the best event ever for you!**

**Your Non-refundable retainer can be paid online at [www.kristaseventkoncepts.com/contact](http://www.kristaseventkoncepts.com/contact)  
Scroll down and on the left side of the screen under  
Pay Retainer: Click Buy Now.**

**This amount is deducted from your entire package and holds the time slot for your event.**

**Krista is so excited to be your Event Planner, your Event Designer or Both!**



**WE LOOK FORWARD TO PLANNING WITH YOU!**

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For more information please visit  
**[www.kristaseventkoncepts.com](http://www.kristaseventkoncepts.com)**  
**Krista's Event Koncepts LLC.**

**Phone:770.337.4603**

**Email: [kristaseventkoncepts@gmail.com](mailto:kristaseventkoncepts@gmail.com)**

**Connect with us**

**Facebook: Krista's Event Koncepts**

**Instagram: [@kristaseventkoncepts](https://www.instagram.com/kristaseventkoncepts)**

**[#kristaseventkoncepts](https://www.instagram.com/kristaseventkoncepts)**

