

Welcome...



Congratulations on your upcoming wedding! I look forward to working with you to help create your perfect day! Whether you need full-service floral design or simply one stunning bridal bouquet, you have come to the right place. This informational packet is here to help you get underway in your floral planning. My job is to add to the beauty of such an amazing celebration of love. I know that flowers play a huge part in making your special day perfect. That is why I have constructed a step-by-step guide for couples to help make the process of picking out your flowers simple and enjoyable.

Thank you and I look forward to creating something beautiful for your big day!

Dana Mathews

joy  *lane*
— FLORALS —

Let's Get Started...

Wedding Questionnaire: I will send you a wedding questionnaire for you to complete and return. Once I have your form completed to the best of your ability, I will contact you for a consultation. Please be sure to share any inspirational pictures or links to your Pinterest board to help convey your overall wedding aesthetic.

Scheduling your initial consultation: Once I receive your completed questionnaire, I will reach out to schedule a virtual (Zoom) and/or phone consultation.

The consultation: Whether we meet virtually or over the phone, we will walk through your questionnaire together to get a feel for your wedding aesthetic. After our consultation, I will begin creating a customized quote for wedding florals.

Floral quote: Within a week of your consultation I will send you a customized quote with price points for all floral décor.

Booking with Joy Lane Florals: To save your wedding date, I do require a 20% non-refundable deposit that will be applied to your final balance. After your deposit and signed contract is received, your date is permanently saved in my calendar. From the time of your booking, up to your final 30-day appointment, you are welcome to make changes, additions and subtractions to the quote by communicating with me directly.

The final appointment: No later than 30 days prior to your wedding, we meet once again and sit down to finalize all details including: final selections, ribbon colors, final quantities, and any revisions that need to be made. Your final payment is also due at this time.

Enjoy your wedding day: After the final appointment, I will take care of the rest and all you must do is relax and enjoy your wedding day! Once final payment is received, we place the order with our flower farms, have the flowers delivered and start working on your gorgeous arrangements a few days before YOUR big day!

I strive to take the stress out of the floral planning process by providing you with as much detail as possible.

Please refer to the following pages for some helpful information.

Frequently Asked Questions...

What should my flower budget be?

Only you know what you are comfortable spending on florals. However, as a guideline, we recommend 15-20% of your total wedding budget be allotted for flowers (this does not include other décor, such as linens, chairs, lighting, etc.).

Do you have a minimum?

I work with budgets of all sizes; I only ask that you try to be up front with your budget. However, I do require a product subtotal of \$2,000 to be eligible for our full service delivery, set up and teardown.

How many weddings do you take in a day?

I only book 1 wedding per weekend. You will have my full and undivided attention for your wedding date! I will keep you in the loop as to whether your weekend is available and if I have other inquiries before you have made a final decision.

Do you set up the flowers?

I offer (3) levels of delivery and/or set up service:

Pick Up Only – recommended for weddings under \$1,000.00 or personal flowers only (you will pick up the day of the wedding). You will be responsible for returning all rental items. There is no charge for a pick- up.

Drop Off Only – any size wedding (recommended for weddings under \$2,000.00 that do include centerpieces or ceremony décor). Drop off means, I will drop off all personal flowers and arrangements at the ceremony and/or reception locations but will not assemble, fill with water, or set up (you will need to have family or a day of coordinator assemble and/or set up and you will be responsible for returning all rental items). Drop off only ranges from \$75-\$150 in Columbus and surrounding areas

·If your events are outside of Columbus or surrounding areas the drop off fee will be assessed by distance travelled.

·If any wedding requires onsite assembly (arbors/backdrops/chuppahs or tall arrangements), drop off is not eligible.

Full Service – Full service includes delivery and set up to ceremony and reception, determining best set up location for all décor (including centerpieces) to best reflect the overall aesthetic, and full teardown at the end of the event. Full service does require a minimum product subtotal of \$2,000.00. Full service is a percentage range (18-25%) dependent upon scope of installation. Outside delivery areas, third party rentals, or more involved installations will require an additional labor fee. Ceremony “flip” (or moving items from the ceremony to the reception) will incur an additional “flip” fee. Minimum cost of full service is \$350 but will be based on the size and scope of the wedding.

How will I know what everything looks like?

In my customized floral quote, I will provide pictures of all floral varieties, as well as rental items that are quoted to you so that you are able to get a feel for what the arrangements will look like.

What form of payments do you accept?

I accept cash, check, and all major credit cards.

Do you travel outside of Columbus?

Yes! I am happy to accommodate your destination! Additional travel fees may apply.



General Pricing Guide...

***Please note that pricing is dependent upon seasonal availability, floral specifications and sizing. This guideline is solely meant to provide some average amounts to help you with budgeting.

Bridal Bouquets: \$100-\$500+

Bridesmaids Bouquets: \$40-\$125+

Standard Boutonnieres: \$15 (designer's choice of flowers to coordinate with bouquets)

Custom Boutonnieres: \$20 (utilizing premium blooms, such as ranunculus, calla lilies, succulents, etc.)

Beaded Wrist Corsages: \$30

Pin-On Corsages: \$35

Altar Arrangements: \$125+

Pew/Chair Decoration: \$15-\$50+

Aisle Petals: \$100-\$250

Cake Flowers: \$35-\$200+

Low Centerpieces: \$40-\$150+

Tall Centerpieces: \$125-\$500+

Candlelight Centerpieces: \$30-\$95+

**Keep in mind that selecting premium blooms or off-season blooms will increase pricing, the size of bouquets and centerpieces will also affect the total.



Other Things to Consider...

- If you do not already have a Pinterest board, start one. It helps me see the vision for your wedding. It is best to narrow down a board to just florals, though we appreciate seeing your options for invites and wedding bands, a direct line of sight on florals is best. I am only able to view public Pinterest boards, so if your board is private you will need to unlock it or email a couple of your favorite inspirational pictures.
- Be honest about your budget. I strive to make every Bride's dream come true but if you are showing pictures of elaborate and over the top celebrity weddings and don't inform me of your budget restrictions, I may quote you too high. We can certainly create beautiful arrangements for any price point, but we do need complete transparency on this. I would be happy to suggest more cost-effective options.
- You do not necessarily need to have your wedding date or venue picked out for a consultation, but it does help. Having a wedding date set in stone will better allow us to provide you with the best seasonal pricing, having a venue allows us to help you plan for any décor items you might need.
- Check out your venue's Facebook or Instagram page to get a feel for what real life weddings look like. It will give you a more realistic idea of what works for the room/location.
- Make sure you have your RSVPs back before your final appointment. At the bottom of every quote we provide the date that your final appointment must take place on (or before). It will make things easier at your final appointment if you know exactly how many tables you will have at the reception, rather than guessing.

