

SUGAR  
*Willow*  
EVENTS



*magnificent*

WEDDINGS & EVENTS



## *we are full service*

## *planning and design team*

with a passion for taking care of people, creating bold unique and personalized weddings and events for adventurous people. Based in Parker and traveling the state of Colorado, we love the adventure of working in new locations. Our favorite venues are not venues at all but tented lots of land or bare bones locations that our design team can bring to life. Don't be fooled we can rock a hotel ballroom, downtown mansion and an empty barn too.



### *natasha*

OWNER AND CREATIVE DIRECTOR

My love of organization and parties go hand in hand, so the natural progression brought me to event and wedding planning. After years in the service industry, jewelry and salon management I found my knack for coordinating large groups. I find joy in the completion of a task, the excitement of watching a plan come together and love of bringing joy to others. I think an unconventional upbringing has lead me to see the joy in the small things, as a child I would re-wrap my toys just so I could unwrap them and experience the magic over again. Planning an event for others gives me that same joy and excitement.

## *planning and design process*



**01 BOOKING** In person or phone consultation to discuss your wedding vision. A fifty percent non-refundable deposit and signed contract secure your wedding date, our lead planners take one wedding per three days in addition to a limited number of clients per month so dates fill up fast.

**02 GETTING TO KNOW YOU** In order to present you with a unique and personalized wedding design we start with a detailed questionnaire to learn your story, what makes your relationship awesome and unique, what do you do as a couple? We gather your visual inspiration from everywhere not just the wedding industry, we want to know what inspires you.

**03 PRESENTATION** Once we have a feel of your personal story and your wedding vision we present you with a mood board, from here you have the opportunity to tweak the details and perfect the final design.

**04 DREAM TEAM** We personalize your wedding vendors according to your wedding style, budget and availability. When planning a wedding we like to present you with 2-3 vendors that are the perfect fit for your specific wedding to start the selection process for each wedding category.

**05 TALK TO ME** We want to know you both so we offer unlimited communication (emails, calls, texts), your lead planner will check in periodically to make sure that everything is on track.

**06 COORDINATION** Eight weeks before your big day we check in with the vendor dream team, collaborating with your officiant, DJ and venue coordinator to gather all final timing requirements. Then we start a timeline for the day that begins with hair and makeup prep, continues through set up, pictures, speeches and ending with the last vendor out the door.

**07 FOLLOW UP** Just because your wedding day is over does not mean you are done with us, we will be here to help you follow up with vendors. We love sharing our weddings with the world, sending your photos off for publication is always one of our goals if it's one of yours.



## *coordination*

## *process*

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## OUR PACKAGES



### *consultation*

We want to get to know you and we want you to know us that why we offer this in person opportunity to discuss your vision of the perfect party, wedding or event. This meeting gives us the chance to review the event planning timeline, style, design, décor, theme and budget. We are here for you to bounce ideas off of every step of the way and this first meeting is just the beginning.

## PERFECT PLANNING

\$9600



Full service planning, this package is perfect for the couple that wants a guiding hand every step of the planning process from venue research and selection to flipping off the lights at the end of the night. Whether you need someone to take the bull by the horns to get stuff done or a best friend to share in the selection of vendors and perfection of the smallest details, we do that.

### THE PERFECT PLANNING PACKAGE INCLUDES

*budget creation*  
*hotel room block setup and management*  
*transportation arrangements*  
*wedding coordination*  
*unlimited meetings*  
*wedding etiquette guidance*  
*meeting and managing of all vendors*  
*access to our online planning software*  
*complete wedding design and execution of décor, flowers & stationery*  
*and much more!*



## PARTIAL PLANNING

\$4800

Have you handled the major wedding details like venue and catering and you just need a hand with a few details and vendors? Or are you planning a small wedding elopement? Let's plan together, this package is designed for the couple that wants a limited help throughout the planning process.

### THE PERFECT PLANNING PACKAGE INCLUDES

*wedding coordination*

*four meetings to be used for check ins  
or vendor meetings*

*access to our online planning software*

*wedding design*

*meeting and managing of five wedding vendors or five a  
la carte services*



## WEDDING COORDINATION

\$2750



We handle coordination a little different than some others. You may have heard of day of or month of coordination, let's face it Rome wasn't built in a day or a month and neither is the biggest day of your life. That is why from the moment you book with us you have access to personalized vendor recommendations, and advice from an experienced wedding professional. About eight weeks before your wedding we step in to gather all a list of vendors and details, then we start working on a detailed timeline, iron out any wrinkles and prepare for your big day so you can sit back relax and enjoy your wedding.

### INCLUDES

- two additional pre-wedding meetings*
- two hours of rehearsal management*
- ten hours the day of planner and one assistant*
- overseeing of table and venue setup*
- managing all vendors and deliveries throughout the day*
- development and management of a detailed timeline*
- confirmation of all day of vendors*
- managing break down and collection of personal items*
- unlimited email support*
- access to day of emergency boxes for the bride and groom*
- coordinate distribution of final payments and tips*
- post wedding follow up and photographer team up for wedding publication (if desired by couple)*

\*all of our services include monthly/weekly emailed timeline updates. we are committed to working with you every step of the way stamping each piece of advice with a personalized adaptable style. and, so you don't feel rushed or pressured, we happily book one event only within a 3 day time-span to insure you have our undivided attention in the days leading up to your special event.



## WEDDING DESIGN

\$1000+

Details are our bread and butter, minimal or elaborate whatever your style and wedding vision we will create a magnificent design that not only leaves your guests in awe but also invites comfort and functionality. Our comprehensive design questionnaire, design meeting and your digital inspiration help us get to know you both and guide our design processes, we then provide you with a digital mood board before finalizing the design.

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## A LA CARTÈ SERVICES

\$500+

We want to ensure that your event is everything you imagine. That is why we are happy to offer a la cart services

### INCLUDING BUT NOT LIMITED TO

- management of guest list and RSVP's*
- planning and coordination of wedding weekend events*
- welcome bags design & assembly*
- wedding favor design and assembly*
- additional vendor meeting and management*
- wedding website creation and management*
- additional vendor or fitting appointments*
- setup and management of hotel accommodations*

## COLORADO WEDDING TRAVEL FEES

\*WEDDINGS MORE THAN 75 MILES AWAY  
FROM PARKER, CO

*two nights on the hotel block and .50 per mile  
or \$600*

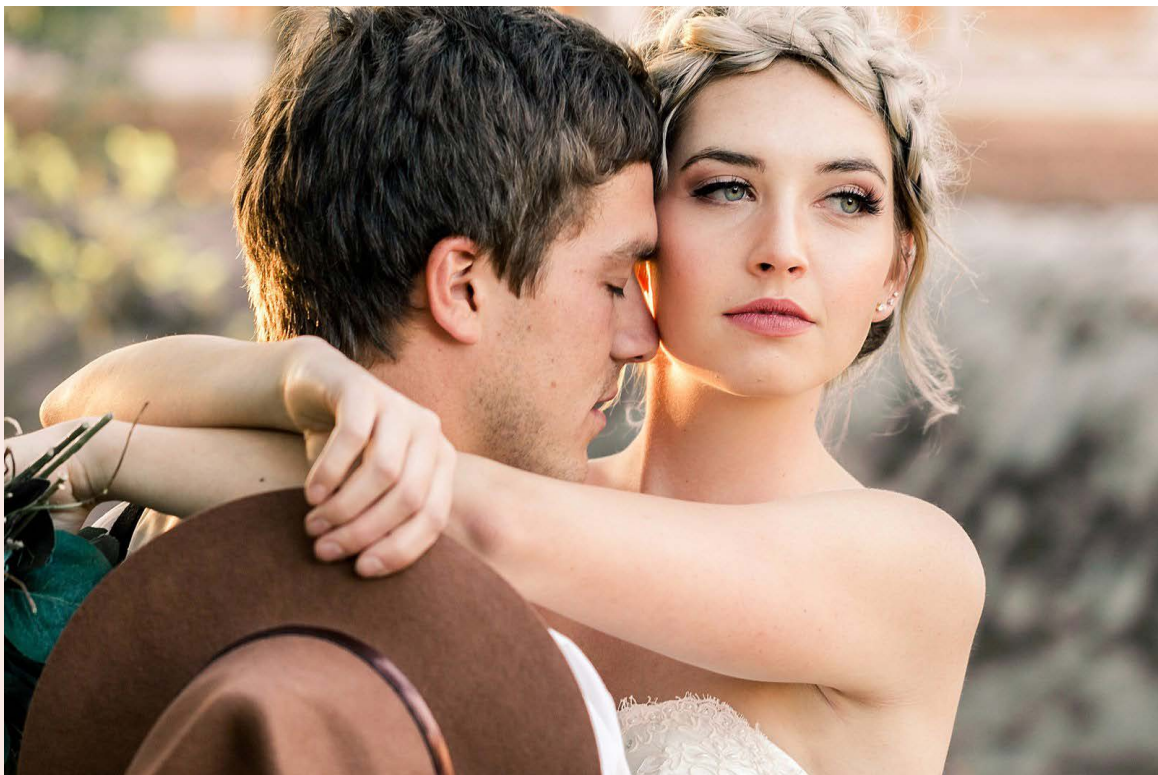
## OUTSIDE OF COLORADO TRAVEL FEES

\*WEDDINGS MORE THAN 75 MILES AWAY  
FROM PARKER, CO

*2 (lead and assistant planner) round trip flights  
from Denver, CO*

*three night stay*

*rental car/ transportation*



DO YOU WORK WITH AN ASSISTANT ON THE WEDDING DAY?

Yes, all weddings big or small have one lead planner and one experienced assistant. Weddings over 200 guests will require additional assistants at \$250 each.

DO YOU RUN THE CEREMONY REHEARSAL?

Yes, we will coordinate the rehearsal in the days leading up to the wedding we do not require the officiant to be there for rehearsal but it is handy.

WILL YOU PROVIDE VENDOR RECOMMENDATIONS, EVEN IF I BOOK YOUR WEDDING COORDINATION PACKAGE?

Most definitely, all of our packages include personalized vendor recommendations. That means that we will provide vendors that match your style, budget and availability not just a list of people we like or that pay to be on a vendor list.

DO YOU HAVE A SPECIALTY?

We specialize in awesome and unique weddings with a focus on personal elements.

HOW MANY WEDDINGS DO YOU PLAN PER YEAR? PER WEEKEND?

We work with an average of 20 couples per year, one per weekend with plenty of time off for adventuring and feeding our creative souls.

MY VENUE REQUIRES WEDDING PLANNERS TO BE INSURED, DO YOU HAVE INSURANCE?

Yes, we carry business insurance at or more than what is required for all local venues.

WE JUST GOT ENGAGED, IS IT TOO EARLY TO HIRE A WEDDING PLANNER/COORDINATOR?

It is never too early to hire a wedding planner, having a wedding planner will help save time and money. Many couples

spend hours and weekends looking at venues and meeting with vendors only to realize later they could have saved themselves so much stress had they known the in's and out's of the wedding industry the way a planner does. If you are unsure of the level of help that you will need you can always book a smaller package and adjust based on the time you have to spend on wedding planning later in the process.

WHAT IS THE DIFFERENCE IN A VENUE COORDINATOR AND A WEDDING COORDINATOR?

Many venues have a venue coordinator or catering captain that will be present during your reception. A venue coordinator is responsible for coordinating the venue, some will help organize your bridal party or little tasks throughout the day, their focus is going to be the venue and the well being of the venue. A wedding coordinator is your coordinator, they will confirm all vendors before the wedding, create a timeline, run the rehearsal, work throughout the wedding day to make sure that your entire wedding goes as planned not just the elements that have to do with the venue. Biggest difference here is that a venue coordinator has the best interest of the venue at heart and your coordinator has your best interest at heart.

WILL A WEDDING PLANNER TAKE OVER?

Do you want them to? If you are super busy or just not into the little details than yes we can take over. But if you want to maintain control of your wedding plans and have your planner be a best friend in this crazy wedding world, helping you find the perfect vendors and putting together the details as a team than that's what your planner will do. We pride ourselves on the relationships we build with our clients, the busy boss babes and DIY divas.

#### CAN YOU HELP US ESTABLISH OUR WEDDING BUDGET?

Yes, when setting up the wedding budget we find it helpful to first prioritize what elements of the wedding are you most looking forward to and work from there. No two weddings will be the same and we don't want them to be, the whole concept of our personalized wedding experience is to make it uniquely you, one of the first steps in that is deciding what is most important to you as a couple and building a budget to reflect that vision.

#### HOW DO WE PAY YOU?

We require a 50% non-refundable deposit at the time of booking, the remaining balance can be broken up into payments or paid all at once two weeks before your event. We accept, cash, check and credit card.

#### HOW DO YOU KEEP EVERYTHING ORGANIZED?

We use cloud based software to keep everything organized, our planning and design clients can access their project for checklists, budget, guest list, seating charts, and even their wedding website.

#### DO YOU PLAN OTHER EVENTS?

We do, we plan social events such as showers and bachelor/bachelorette, birthday parties and non-profit events.

#### DO YOU WORK WITH DESTINATION CLIENTS

Absolutely, about half of our clients live outside of Colorado. We love working with clients from all over, we feel like that mix of clientele really reflects in our work and feeds our creative spirits.

#### CAN YOU DO WEDDINGS OUTSIDE OF COLORADO?

Yep, have wedding will travel.

#### WHY SUGAR WILLOW EVENTS?

What sets us apart from other wedding planners is our passion for taking care of people, we genuinely care about you and your guests. We really focus on the personalized experience of your wedding making sure that everyone involved in your big day is comfortable and awed without noticing the work that went into making your wedding special.

