

# Crown Coordination

## EVENT & WEDDING PLANNING



Bringing your ultimate vision to fruition is truly our passion,  
so you can count on us to make your dreams a reality!



# WELCOME & CONGRATULATIONS

We are beyond excited to hear that you have chosen to get to know more about **Crown Coordination** and what we can do for you. Because of our highly knowledgeable and experienced team, we can guarantee that you'll cherish all of the wonderful parts of planning your wedding day, while avoiding the stress of the behind-the-scenes work.

Whether you are hosting a grand event or an intimate gathering, having a professional wedding planner will make the whole process more enjoyable for you. On your wedding day, you will want someone else to take the responsibility and worry from you and your loved ones.

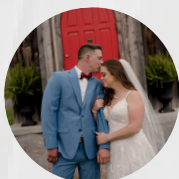
We know that you want every detail to be as perfect and magical as you have been envisioning all of your life... and we want that, too! We develop a strong connection with our clients, striving to use our passion to create a memorable day. We hope you say, 'I do,' with the Crown Crew today!

Xoxo,

  
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# Why Couples Choose Crown

Mindy Hulett Photo



## Catie & Joel

"Courtney was so helpful... she saved my sanity more than once, took on the brunt of all the work to be done and always had a smile on her face. I can't picture ever doing this without her!"

Donna Marie Photo Co.



## Paige & Kevin

"She handled everything and was taking care of stuff so fast it felt like there had to be 3 or 4 of her. She really allowed us to enjoy our day and not worry about anything but marrying each other."



## Lizzy & Robert

"We couldn't have done it without her attention to detail, infectious energy, and commitment to us and our wedding vision! She went above and beyond right from the start... Her calm and tactful approach helped us on MANY occasions."

Weddings by Ginny

Kate Elaine Photo



*Hi, I'm Courtney!*

You could say I'm your not-so-average  
pineapple obsessed, wine loving,  
adventure seeking chaos coordinator!

*Planning is truly my passion...*

When I say that I literally get married for a living and absolutely love it -- I mean it! With 15+ years of experience from simultaneously planning events for hotels and independently, I can help make your dreams a reality. Whether you need guidance from day one or just the day-of, you can count on our team to be there for you. Our Crew offers more than just a product or service, we create an experience that honors you!



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# WHY COUPLES SHOULD CONSIDER ASSISTANCE

*Even if you have planned a wedding before, there are always new trends and vendors popping up so it's never the same. A professional planner or coordinator is one of the key investments you can make, offering you constant guidance along the way and lightening a huge weight for you both.*

### **WE ARE YOUR #1 RESOURCE FROM DAY ONE**

A professional balances every role — designer, legal counselor, budget manager, coordinator and so much more — all the while helping you pull together your wedding elements. We keep you on track at all times, attend vendor meetings, aid with negotiations and even assist with the clean-up, pack-up and rental return at the end of your wedding evening. We are experts on everything wedding related and can do it all.

### **WE ARE YOUR QUALITY CONTROL**

Every day, we are working with numerous vendors to ensure that you have an expert team to effortlessly execute your big day. We have collaborated with industry professionals for years and can trust them to do great work within the budget you've set without compromising quality. Either a planner and coordinator can be a huge asset for couples hoping to approach the checklist with minimal confusion and stress.

### **WE ALLOW YOU TO ENJOY GETTING MARRIED**

You should be excited about your big day, not overwhelmed. Hiring a planner or coordinator can really make each moment much more enjoyable! We are there to coordinate every moving piece, while maintaining consistent vendor communication. You'll get to spend extra time with loved ones instead of worrying about the overall logistics. You want (and deserve) our support on your wedding day because your only order of business is to soak up every memorable second!





## WE BRING YOUR ULTIMATE VISION TO LIFE

You can only get so much inspiration can come from Pinterest. Let a planner or coordinator assist you with your design development and implementation. We can offer great insight on industry norms and trends, as well as guidance on what you need to do in order to achieve your ultimate wedding day vision. We are just there to help you fine-tune an aesthetic that speaks to you both – you will always have full creative control!

## WE ARE DIFFERENT THAN A VENUE COORDINATOR

You can look to us for complete support from the minute you book with our Crew, all the way up until your wedding... and even after! We help you select your color palette, create seating arrangements, fix broken zippers, manage vendors, maintain the timeline and more! We understand the full scope of the day, and then some, ensuring everyone is in the right place at the right time. We guide the process and steer couples in the best direction for what they're looking for, while saving them time and money on vendors that are not the right fit.

A venue coordinator is responsible for the venue and its operations. They do not handle planning and design for couples. We recommend taking some time to learn what your venue coordinator is handling and what you (*or your planner*) are responsible for. Every venue varies, so knowing what each one offers will alleviate a lot of hassle. Be sure to have clear expectations and interpretations about what everyone's role will be.

## THERE'S MORE THAT MEETS THE EYE WITH DAY-OF COORDINATION

If you are solely looking for a day-of coordinator, or an event manager as we like to call them, because you have most of your wedding planned, we hope you can understand and appreciate the investment. There's much due diligence that occurs in order to ensure everything you have planned yourself, is going to meet your expectations and will be executed smoothly. Event managers are truly the glue for an event, managing any thing that may occur unplanned and guiding your vendors, as well as your guests.





WEDDINGS BY GINNY

# CROWN COORDINATION SERVICES AND OFFERINGS

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# YOUR CROWN EXPERIENCE

## WE PROVIDE A RANGE OF SERVICES FROM DAY ONE OF BOOKING

***A day-of event manager investment begins at \$2,500.00 and includes the following services:***

- Event planning advice and support
- Flexible progress calls and meetings
- Access to event planning resources
- Referrals with preferred vendor discounts
- Vision development with budget construction
- A venue walk-through with layout assistance
- Customized event timeline and detail worksheet
- Review of all vendor terms and agreements
- Complete vendor outreach and detail verification
- Placement of personal items and rented linens
- Guidance with transportation logistics
- An Event Manager for the Full Day
- Event management, troubleshooting and execution
- Access to the Crown inventory and emergency kit

# YOUR CUSTOM EXPERIENCE

**WE PROVIDE ADDITIONAL SERVICES SO  
LET US KNOW WHAT SUPPORT YOU NEED**

*Because each event is unique, pricing for these  
upgraded services will vary based on region:*

- A vision presentation
- Event décor and material sourcing
- Attendance at vendor calls and/or meetings
- Additional venue walk-throughs
- Hand-picked vendors with correspondence
- Continuous budget tracking
- Ceremony rehearsal coordination
- Favor and/or welcome bag assembly
- Full weekend or day-of décor styling
- Full weekend planning and execution of events
- Post-reception maintenance
- Vendor rental item management



Alysa Flood Photography



Courtney Mezger Photography





Donna Marie Photo Co.



Alyssa Flood Photography

# YOUR BAR SERVICES

## WE CAN ALSO PROVIDE SERVICES AND SUPPLIES TO MANAGE A BAR

*Bartending services begin at \$250.00 and include the following services:*

- Flexible progress calls and meetings
- Beverage service guidance and support
- Access to the Crown's inventory and bar equipment
- Full bartending services for the event entirety

### ***Bartender fees are charged separately:***

- ( 1 ) bartender is \$35.00 per hour
  - \*Staff brings ice en route to the event
  - \*Staff arrives 1.5-2 hours prior to start
  - \*Staff handles post-reception bar maintenance



WHAT  
ARE  
OUR  
NEXT  
STEPS



## A COMPLIMENTARY CONSULTATION

Our initial consultation is all about you! We talk about how you want your wedding to look, how you want it to feel and how much you want to spend. Because we create custom packages for each couple, this consultation is crucial for us to have so that we can understand one another and see if we are a good fit. It is key for us to connect with our potential clients and for them to connect with us, as well!

## SECURING YOUR DATE WITH CROWN

Every couple has ( 2 ) weeks to review our contract and determine if they wish to move forward. To secure our services, we require a signed contract and initial retainer to be obtained within that timeframe. Payments structures are uniquely created, so retainers vary.

## THE PLANNING AND DESIGN MEETING

After securing our services, we arrange the next meeting to fully dive headfirst into every single wedding related detail — your full vision, vendor requirements, budget, design and SO much more. From there, we begin the vendor research and recommendation process (if needed) and construct the event detail worksheet. There are two major halves of wedding planning: first, getting all of the details in order and then taking care of loose ends.


## QUARTERLY CALLS AND MEETINGS

Every quarter, we touch base to see how everything is going. Some couples prefer fewer check-ins, and others prefer more. While reviewing our progress, we discuss the smaller details, update notes, offer advice or reminders and answer questions. Couples are of course welcome to reach out at any time in between these meetings!

## THE FINAL MEETING

The final meeting is the week before the wedding, and we review each detail to ensure everything is seamless. The week of the wedding, after this meeting, is when we contact vendors one last time for extra checks and balances.





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Packages are customizable and consultations are free -  
call us today as dates are limited!

Kate Elaine Photo