



## STEP ONE | SETTING YOUR FOUNDATION

Planning a wedding is like building a house; we start with the foundation and build our way up. Having a solid groundwork ensures that we hone in on our priorities early on, plus it provides us an anchoring point to help guide the millions and zillions of decisions we need to navigate through. This is the most important step in wedding planning. We are literally breaking ground and cementing your vision into real, tangible wedding plans, so be sure to take your time and really invest in this step.

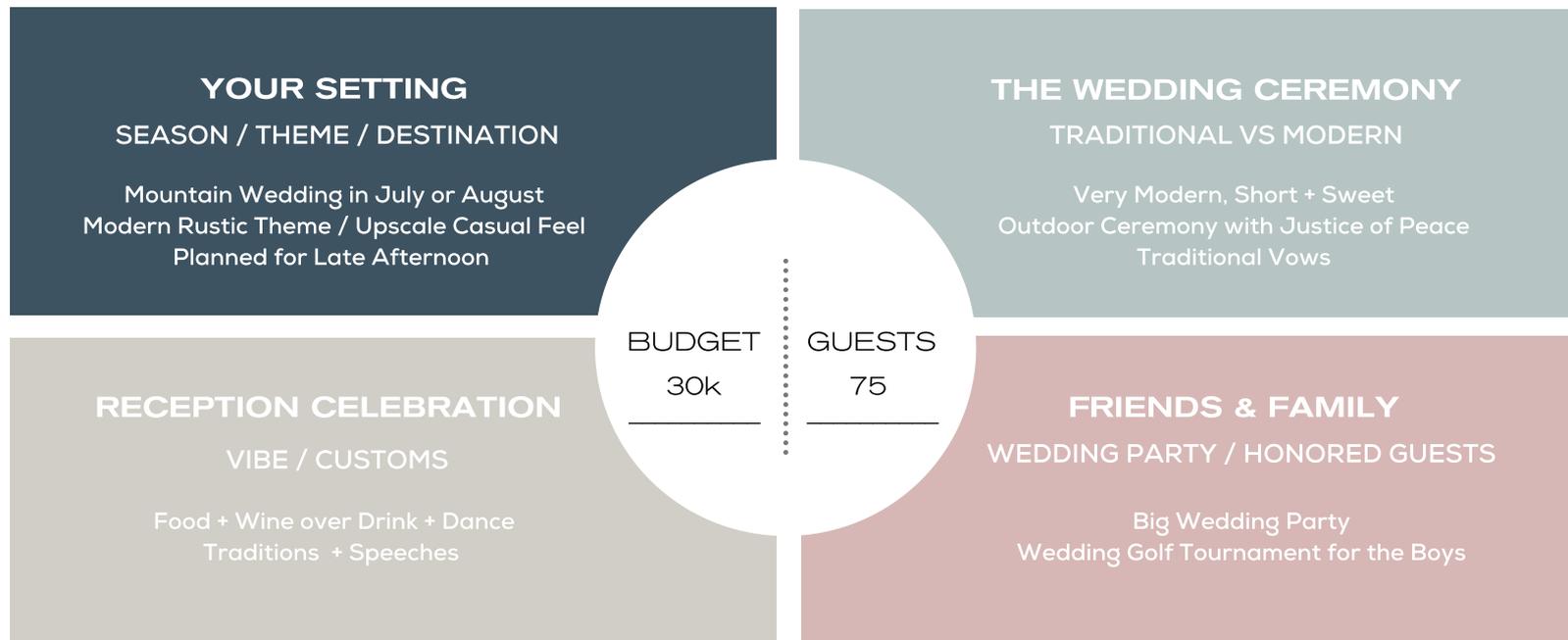
It is equally important that we determine our preferred guest count and confirm our wedding budget when we are setting our foundation. Our guest count will have the largest impact on our cost structure as well as the overall logistics required to coordinate a successful event. We will need to consider both in every single wedding plan from here forward so again best not to rush this, and really think it through.

We get it, this step is a bit daunting and maybe you're not sure where to start. To help guide you through it we developed a framework that essentially separates your wedding day into four core elements. Each element is equally important as the next and collectively, they form your event foundation.



Let's work through an example to see how the wedding foundation comes together. We start with the overall vision, then break it down into our 4 core elements, or as we will refer to them - building blocks.

*We knew that we wanted to be married in the mountains. We are two introverts and wanted an intimate event with great food, great wine and of course a great view. As we are not people of faith, a religious ceremony was not a priority and instead we wanted to focus our wedding day on time with family and close friends. This meant we needed to have a summer wedding, as many of our nearest and dearest are international, and could only join us over the summer holidays. We planned a long engagement to ensure we got our preferred venue and budgeted 30k for a 75 person event.*



Without overthinking it, what does your wedding day look like? Are we in the mountains or on a beach? How do you envision the ceremony and the reception, and of course who are those special people who you want to share the day with. Most importantly, what is your budget, as that is a factor that we absolutely must determine upfront. The goal here is to define your 'big picture' wedding plan so that we can focus our efforts on the elements that are truly important to you.



## *pro tips + advice*

- Do not attempt to hammer out your foundation in one sitting. This is the fun part of wedding planning so enjoy a dessert together or go for a walk and just daydream about your day. Tune into the elements that stay consistent throughout your reveries, these are clearly important to both of you.
- Determine your budget first and plan from there, never the other way around. Now take out 10% from your wedding fund because the reality of adulting is that cars breakdown, house repairs come up and we often cannot save as much as we had intended. If family is helping out financially be sure to confirm those plans before you make any financial commitments. This can be a bit awkward but remember that the majority of wedding expenses involve a non refundable deposit, so no spending until money is in hand.

### DOWN THE AISLE LIBRARY RESOURCES

- Wedding Foundation Framework + Guided Questionnaire for Defining 'Big Picture' Plan
- Budget Template with Itemized Expense Breakdown + Sample Cost Calculators
- A 'How To' Initiate the Awkward Money Conversation with Sample Email + Script

**WEDDING PLANNING**

NOTES + TAKE AWAYS

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**WEDDING PLANNING**

NOTES + TAKE AWAYS

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# JANUARY 2021

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Love will thaw a frozen heart. - DISNEY'S OLAF

**WEDDING PLANNING**

# IMPORTANT DATES + PRIORITIES

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**WEDDING PLANNING**

# IMPORTANT DATES + PRIORITIES

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OUR  
WEDDING SERVICES



Down The Aisle

WEDDING SPECIALISTS

# the lady with the clipboard

AKA Day of Coordinator, or more aptly, 'Month of Coordinator' as that is when we come on scene to take over the reins and begin prepping for the big day.

This service is perfect for couples who are comfortable with event planning but want someone to run point for them on their wedding day. We offer three signature packages that vary based on the number of hours you need us for come event day and the complexity of your unique wedding plans.

All packages include a comprehensive in person work session to prepare for the wedding day as well as a rehearsal ceremony with your wedding party. Events that are hosted outside of Calgary city limits may be subject to travel fees.

## THE ESSENTIALS - STARTING AT \$900

- Your task rabbit to pick up flowers + wedding cake + run last minute errands
- Oversee event set up and act as point of contact for all wedding vendors
- Assist with decorations, event signage + ensure all wedding details are to spec
- Meet and greet guests and assist with seating (general + special needs)
- Organize wedding party + cue music for processional / recessional
- Transition guests to cocktail hour / reception celebration + assist with seating
- Line up wedding party and cue grand entrance / first dance
- Formally hand off event to emcee, caterer and service team

The Essentials Wedding Package focuses on the event set up + ceremony coordination; an ideal choice for couples who have a savvy emcee to manage their reception celebration.

Investment - \$900 to \$1,100

Add Rentals + Tear Down - \$300 to \$500

COVID Weddings - \$600+



### THE PREFERRED - STARTING AT \$1,600

- All services listed in our Essentials Package
- Help create a detailed event timeline to outline the order of events
- Communicate event itinerary with vendors and confirm service start / end times
- Consult on event styling and recommend rentals to suit wedding aesthetic
- Deliver DTA event rentals to wedding venue(s) and set up according to floor plan
- Package wedding gifts and load into the designated vehicle / facility storage
- Clean up decorations, event floral, centerpieces and any other wedding decor
- Strip linens off tables and set aside for rental company to pick up
- Disassemble tables and stack chairs according to venue storage requirements
- Perform final site walkthrough and facility lock up (where required)

Our most popular option as it includes our beautiful event rentals and tear down service, leaving you free to sip, socialize and dance the night away.

Investment - \$1,600 to \$2,000

Add Floral Works - \$300 to \$500

### THE CLASSIC - STARTING AT \$1,900

- All services listed in the Essentials + Preferred Package
- Assist with photobooth pictures and guest video messaging / guest book
- Oversee the event itinerary and cue emcee to begin toasts + wedding speeches
- Coordinate the ceremonial cake cutting and dessert service
- Prompt emcee to cue family dances and transition guests to dance floor
- Organize the bouquet + garter toss and cue music selections
- Gather guests to coordinate grand exit and newly wed send off

The Classic. Your very own Wedding Day Assistant to oversee your itinerary and coordinate each and every wedding activity on listed on it.

Investment - \$1,900 to \$2,400

Add Floral Works - \$300 to \$500



# let's talk wedding planning

Packages designed for couples who want a hand in their wedding plans but want to delegate the heavy lifting and laborious tasks to the pros.

This is where we come in. Here to guide you through the beast that can be wedding planning and help with all the details along the way. Whether that means we are with you through every step, lending our expertise and managing the To Do List, or just here and there to assist with those time consuming tasks, we got you, and will tailor a wedding package specific to your needs.

## THE SIGNATURE - STARTING AT \$2,000

- Three in person consultation sessions with a senior wedding planner
- Guided planning focused on event foundation + prioritization + logistics
- Design consultation with lead wedding stylist + complimentary use of rentals
- Custom wedding day itineraries for wedding party + guests + vendors
- Checklists, templates + complete access to wedding 101 community platform
- Two person event team to coordinate wedding day + rehearsal ceremony

The Signature is perfect for couples who are comfortable sourcing their own vendors but want assistance styling their wedding and planning the logistics. This is our most popular option; couples love the design feature, especially once they see what we have for rentals,

Investment - \$2,000 to \$2,400

Add Communication Suite - \$250 to \$300

Upgrade Rentals + Floral Works - \$300 to \$500



## THE SWEET - STARTING AT \$3,000

- Six in person consultation sessions with a senior wedding planner
- All services listed in Signature wedding package + premium rentals upgrade
- Guided wedding planning focused on budget allocation + event storyboarding
- Research wedding vendors, organize venue tours and coordinate tastings
- Source specialty event rentals and coordinate wedding favors
- Assist with invitations, save the dates + create wedding website with gallery
- Design guest seating chart, event signage + wedding day stationary

The couple on the go, the amazing duo who entrust us to transform their wedding reveries into beautiful reality. The Sweet Life, for those who truly want an effortless + memorable day, made even sweeter with a service enhancement or two.

Investment - \$3,000 to \$3,400

Add Guest Liaison Services - \$250 to \$350

Add Wedding Photo Slideshow - \$200 to \$300

Add Photo Album + Cards - \$150 to \$200

## THE LUX - \$5,000+

- Ten in person consultation sessions with a senior wedding planner
- All services listed in Signature + Sweet wedding packages with platinum rentals
- Comprehensive planning including rehearsal dinner + newly wed brunch
- Full event coordination + dedicated setup crew + event tear down service
- RSVP management + liaison services with family + guests + vendors
- Custom wedding slideshow + photo albums + thank you cards

The Lux. Designed with every enhancement our portfolio offers, the Lux is our crowning jewel and most lavish option. All the planning, all the prep work, all the endless trips to Michaels, we got it covered and will work tirelessly to ensure your wedding day is perfect.



## *pricing and payment plans*

Weddings are expensive. A ridiculous understatement right. Having been down the aisle ourselves we understand this firsthand and the last thing we want is to contribute to any preemptive stress wrinkles.

So for starters, we extend a complimentary two week holding period for all potential couples. This means we will secure your date without a deposit while we chat wedding details and next steps. We also offer a payment plan option to those needing a bit more space and grace with their wedding finances.

## *what about Covid?*

The big, scary, unpredictable elephant in the room. It would not be a 'new age' wedding if we did not address Covid and how we are managing cancelled or postponed weddings. Firstly, all our wedding packages are designed to scale. In the event that your guest count needs to be reduced to fit Covid protocols we will adjust your contract and the pricing to fit your new requirements. We also offer straight set up / take down which is a terrific option.

We do require a non-refundable deposit of 20% to secure your date and our services. In the event your wedding is postponed, we will honor the booking on a later date provided we have availability. The deposit is transferable and in the event we are not able to accommodate your new date or should you cancel your wedding plans all together, then you can transfer your deposit to another couple. We will even help you advertise it on our social media.





Down The Aisle

WEDDING SPECIALISTS

Thank  
you

**WE ARE GRATEFUL AND HONORED**  
TO BE A PART OF YOUR WEDDING PLANNING



**LEARN MORE ABOUT US**

Down the Aisle YYC

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

Follow us on Instagram @downtheaisleyyc



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