



Down The Aisle
WEDDING SPECIALISTS



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LOVE NOTES

DEDICATED TO MY SWEET SWEET SB
I LOVE YOU MORE THAN YOU'LL EVER KNOW



STEP FIVE | THE COMMUNICATION SUITE

The focus in this section is on your save the dates, invitations and wedding website, also known as The Communication Suite. We live in a modern world and we encourage clients to embrace digital options wherever they can to help them save money and streamline the communication process. Working with digital platforms means no printing fees, no postage, no time delays and no more extra rubbish in our landfills, because no matter how beautiful our paper invite is, at some point, it is bound for the bin.

Another advantage is that you can have your guests rsvp electronically and this is a beautiful thing. Not only does it simplify a tedious administrative task, it also saves you the headache of sorting through countless illegible or incomplete rsvp cards. Guests can confirm their attendance, communicate their dinner selections + dietary restrictions and even offer song requests with a click of a button. All that information is then uploaded in real time and stored in one easily accessible file. Magic.

Now we understand that to go completely paperless may not be feasible. Grandma is not going digital. Mom might be horrified at the lack of formality and you may of course want to have a paper copy or two as a wedding keepsake. We recommend a blended option where family + close friends receive traditional paper format and then to go digital for the rest of your wedding guests. There really is no right or wrong here and the best option will be the one that suits both your personal preference and your budget.

We will also touch on event programs, seating charts and other print materials that you may want to incorporate on your wedding day. These are stationary items that serve a communication function and are actually a bit of a necessity when organizing large groups of people. Remember you want your day to be effortless and easy for everyone and investing in proper event signage is a way to guide guests along without someone having to physically direct traffic. As we learned, print materials also play into our design plans so we need to be strategic and intentional with our selections.



SAVE THE DATES & WEDDING INVITATIONS

It is time to decide on who you are officially inviting to your wedding. Seems obvious but up to this point we have been working with guest count as a number and now we need names and contact info. Next, save the dates are optional, however highly recommended if you are planning a destination wedding or hosting your event on a holiday weekend. If this is you, guests will appreciate 8 to 12 months notice, otherwise save the dates mailed out 6 to 8 months before your wedding, followed by an invite 2 to 3 months prior to the big day is an ideal timeline. Skipping save the dates? Split the difference and send your invites 4 to 6 months prior. Be sure to include your names, date, time, location + rsvp details and lastly, keep in mind that your vendors will likely need your final headcount about a month out so give yourself time to chase down stragglers.

When you are building your rsvp tracking list be sure to include an 'identifier' for each guests. For example, the high school crew, work buddies, immediate family, our parent's friends etc. This will come in handy when you are sorting through seating arrangements and need to determine where to seat your guests.

WEDDING WEBSITES

Websites are an ideal way to communicate and connect with your guests, especially those coming from out of town. What's more is that they house all the pertinent info and will save you from answering those same questions on repeat. In addition to the basics, consider including:

- Guest Accommodations + Recommends
- FAQ Page (Parking, Dress Code, Transportation)
- Social Calendar or Wedding Day Itinerary
- Short Bios of Wedding Party + Special Guests
- Separate Login Page for Wedding Party Members
- Social Links, Photo Gallery + Engagement Story

GENERAL SIGNAGE & PROGRAMS

A welcome sign is a lovely touch but not required, unless your venue is hosting more than one wedding. We do recommend reserved signs at the ceremony though, this just mitigates an awkward conversation with a guest who may not realize that certain seats are designated specifically for family members. Programs are an effective way to communicate the schedule of events, plus they look beautiful and add texture to your tablescape. If you are not keen on printing individual copies for each guest you could certainly repurpose your welcome sign and have one large copy on display in the reception hall.

SEATING CHART, TABLE NUMBERS & ESCORT CARDS

These are the stationary pieces that will be featured at the reception celebration. In our humblest opinion, open seating is not a great idea for anyone. Guests often feel uncomfortable sorting out where and with whom they are going to sit and on a whole it comes off a bit disorganized. That said a seating chart and respective table numbers are a must, but escort cards are only required if you have an assigned seating plan. We recommend a seating chart that is organized by letter, as guests will be able to find their name much faster. If you are planning to organize your chart by table number consider adding in a name that is descriptive of the guests seated there. This is similar to the identifier in your guest list as you likely organized your seating chart with guests who had something in common.

pro tips + advice

- Pay attention to your font selections + color palette and keep them consistent across your communication suite. We recommend choosing two fonts, one that is clean and one that is interesting.
- The communication suite serves a functional purpose but that does not mean these elements need to be boring. Have fun and be creative - just ensure they remain legible and easy for guests to read.

DOWN THE AISLE LIBRARY RESOURCES

- Guest List Master Tracking Document
- A 'How to' Guide on Politely Chasing Down Guests who Fail to rsvp + Sample Email
- Etiquette - What is the best way to say 'No Children, No Plus Ones + No Additional Family Members'

WEDDING PLANNING

NOTES + TAKE AWAYS

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WEDDING PLANNING

NOTES + TAKE AWAYS

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May this marriage be full of laughter, our everyday in paradise. – RUMI

WEDDING PLANNING

IMPORTANT DATES + PRIORITIES

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WEDDING PLANNING

IMPORTANT DATES + PRIORITIES

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OUR WEDDING SERVICES

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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 \$1,200

- 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 - \$1,200 to \$1,500

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

Add Delivery Service - \$100 to \$200



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 \$2,200

- 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 - \$2,200 to \$2,500

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 LUXX - \$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 Luxx. Designed with every enhancement our portfolio offers, the Luxx 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.





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Thank you

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



LEARN MORE ABOUT US

Down the Aisle YYC

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