



Down The Aisle
WEDDING SPECIALISTS



Down The Aisle

WEDDING SPECIALISTS

LOVE NOTES

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



When I saw you, I fell in love
and you smiled, because you knew.

- WILLIAM SHAKESPEARE -



Down The Aisle

WEDDING SPECIALISTS



WE'RE ENGAGED!

LET THE WEDDING PLANNING BEGIN



WEDDING 101 + THE LIBRARY

Wedding 101! A course designed just for you. For couples who are managing their own wedding story and all the planning that goes with it but want a little help along the way to ensure they don't miss any details.

Wedding planning is exciting and can be such an incredible experience. Finding your dream venue, sorting your wine pairings and of course designing that pinterest perfect dessert table. Let's not forget all the tastings - it's like a year's worth of romantic dates for you and your fiancé, not to mention the pride that comes with seeing your own wedding vision come to life.

There is of course the less romantic side to wedding planning. Contingency plans for bad weather, hounding guests for late rsvps, contract legalese with vendors and oh yes, the endless trips to Michael's for those DIY endeavors. Or maybe you're just not a planner - lists and spreadsheets aren't your thing and you have no idea where to start. This is where we come in. A team of experts with a library of resources to help guide you through the beast that can be wedding planning. Worksheets, checklists, interview guides, you name it, we included it, not to mention all the tips and tricks you'll need to plan your wedding like a pro.

In addition to the coursework, we've also created The Library - an online platform where you can really engage with us and our community. Enjoy free access to our planning tools and templates, checklists, design suite, inspiration boards and, coming soon, even our vendor directory. We upload fresh content every month, live 'Ask the Expert' community sessions plus a number of super helpful articles, workshops and online tutorials to supplement the course material.

You're excited to get started, so are we, but first a moment of gratitude. Thank you so much for including us in your wedding plans, we are honored for the opportunity and will not let you down.



To Do List



TWO TRUTHS AND A LIE - WEDDING EDITION

Two truths and a lie. Not just a fun game to break the ice at parties, but three critical principles that we want to touch on before diving into wedding planning. This course was actually shaped around these ideas so before we go any further, it's a must that we understand them. We realize that you are super keen to get into planning mode and we promise, we're going there, but first two truths and a lie - wedding edition.

First truth. In the world of weddings there are two forms of currency. Time and Money. As we know everything has a price and the further you get into planning, the clearer it becomes that your options are to invest either the time or the money to make your wedding dreams come true. It may not be your energy or your finances specifically - maybe you are lucky and have a circle of creative friends to tackle the DIY for you or maybe your parents have generously offered to help financially. Regardless of the source, both currencies will have their limits so it is critical that you are smart with your 'spending'.

Prioritization is the key. To help with this we have structured the course as a series of sequential steps for you to work through, start to finish. This will help guide you on what to focus on first to ensure that you invest in the elements that mean the most to you and that will have the greatest overall impact on your wedding day. Here's a quick example to show you what we mean. A handmade origami swan at each place setting is an incredible detail; they mate for life, are an iconic symbol of love and your guests will certainly be impressed. That said, if you deplete your budget buying the swans and now cannot afford catering, this beautiful detail is likely going to get lost because people are starving.

In that same breath, maybe the swans were a DIY project that you were planning but three weeks away from the big day, you do not have the emotional capacity left to commit to arts and crafts. So you ditch the swans and start to enjoy the build up instead, and guess what, the wedding is still a complete success and no one, aside from you, will ever know a detail was missing. Our point is this, whether it be dollars and cents or time and energy, you have to prioritize your spending.



Hard and fast truth number two. The more details you add, the more details you need to oversee. Yes, absolutely, we want to ensure the occasion is unique and memorable and of course visually stunning but we also want to ensure it is manageable. Keeping it simple and sophisticated is important but we also must invest the time to organize and think through our event logistics. We want our day to flow effortlessly and this means planning ahead and ensuring you are communicating effectively.

Tricky part is how to do this. The simple answer is to hire a Wedding Planner to fuss over all the details on your behalf, especially if your wedding has lots of moving parts + high guest count. Not all couples have the funds and even the best professionals need you to articulate your plans if they are going to run point for you. Any way you slice it, there is some work on your end and logistics can be a bit overwhelming.

To make it easier, we took this whole wedding planning thing and broke it down into two distinct parts. Part one is all about setting your vision and making plans. Choosing your venue, hiring your vendors, designing the dessert table, those kind of things. The second bit is where we get into site walkthroughs, signage, checklists and itineraries. The goal is to seamlessly fit all your individual plans into one unified and organized event. Don't stress, we will take you through it step by step.

Now to uncover one big lie. Are you ready? There is no such thing as the Wedding Police, there is no right way to host your wedding, and no, you will not be shamed if you choose to omit certain traditions. Our experience is in the modern day North American wedding and this course reflects those customs but they are merely suggestions. You do you. You have permission. Focus on what is meaningful to you and your family and plan your wedding story around those special moments.

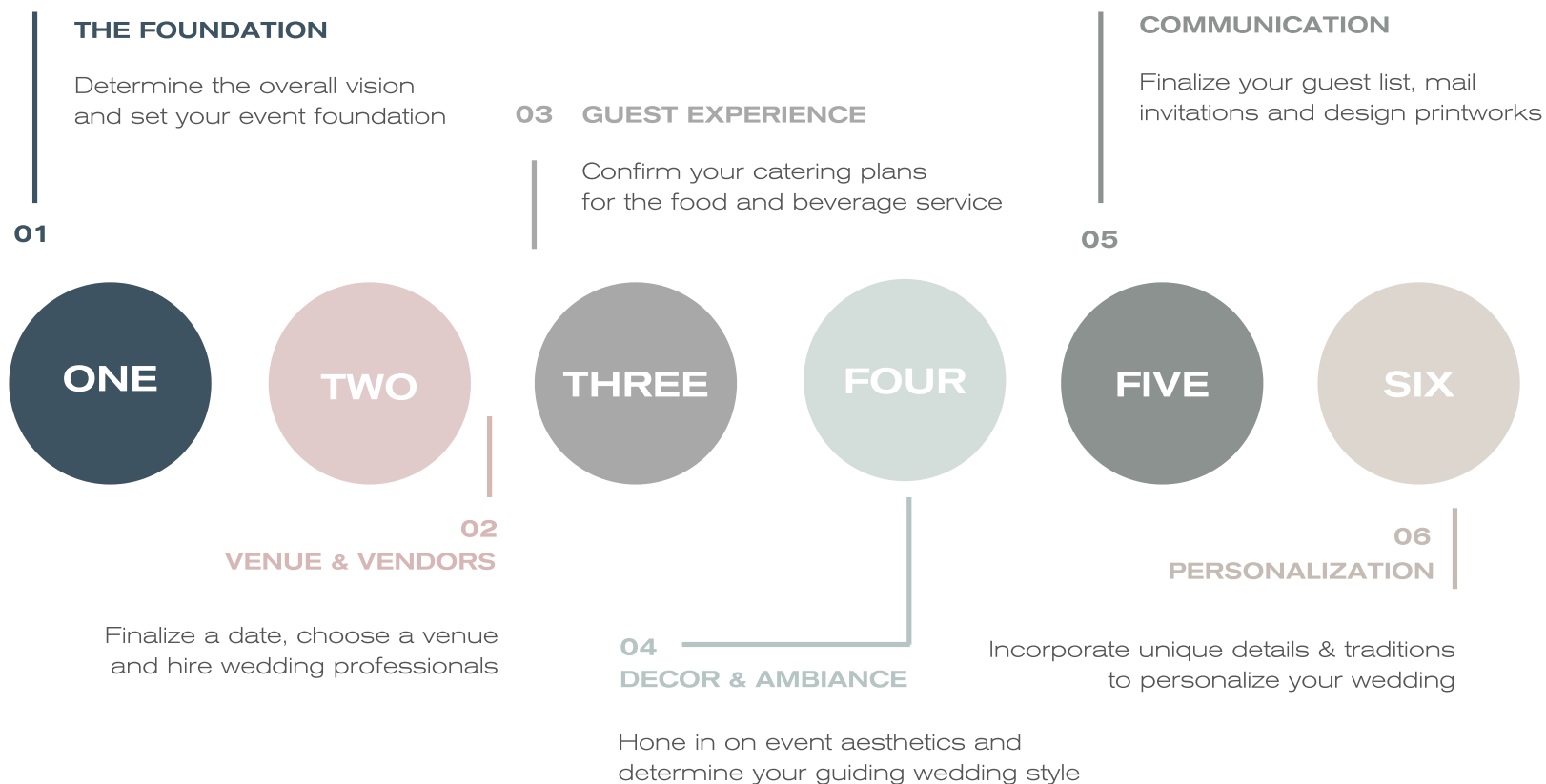


I love you not only for what you are,
but for what I am when I am with you.

- ROY CROFT -

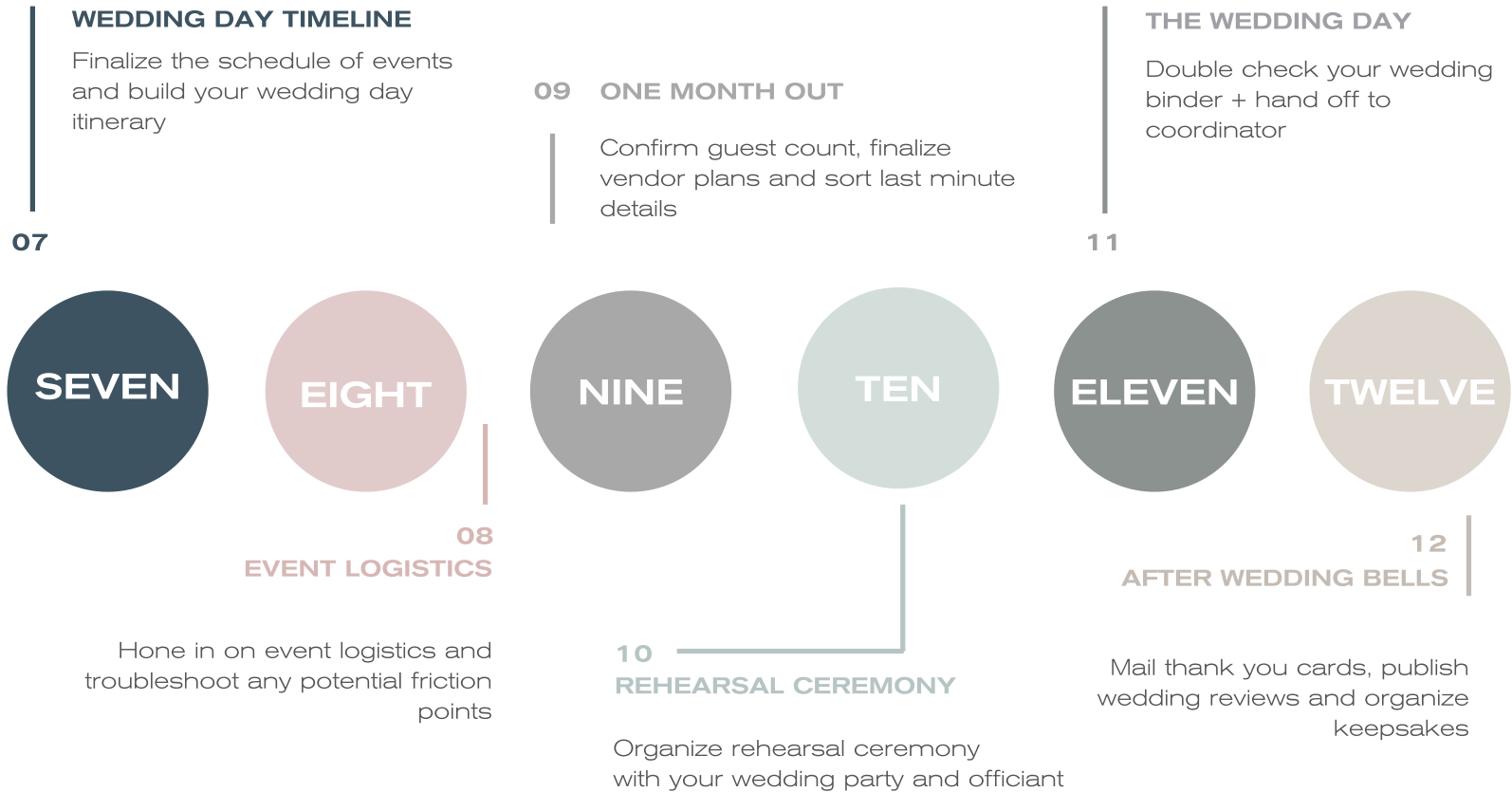
THE WEDDING ROAD MAP

PART ONE - SETTING A VISION AND MAKING PLANS



THE WEDDING ROAD MAP

PART TWO - FINALIZING DETAILS + SORTING LOGISTICS





If you live to be a hundred,
I want to live to be a hundred minus one day,
so that I never have to live without you.

- WINNIE THE POOH -

the wedding roadmap

How do we make wedding planning more manageable? Simple. We break it down into steps that we can tackle one by one. That's the secret to success on the wedding front and the inspiration behind this course. This is your roadmap and a planning tool to help navigate your wedding plans from Point A all the way to Wedding Day without missing a detail.

Our roadmap is broken down into a series of chapters that we will work through in sequential order. In this first section we are focused on setting the vision and determining the overall blueprint for our perfect wedding day. We are pinteresting, we are creating vision boards and we are making a lot of decisions. We do this first because we want to stay on budget so we sort the large investments early on. Section two is all about logistics, timelines and To Do lists. Event management if you will, to ensure your wedding day is not only visually stunning, but also effortless and easy for everyone, especially you.

| | | |
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| ● | CHAPTER 02 CHOOSING YOUR VENUE + VENDORS | PG 15 |
| ● | CHAPTER 03 GUEST EXPERIENCE | PG 19 |
| ● | CHAPTER 04 WEDDING STYLE + DESIGN | PG 23 |
| ● | CHAPTER 05 THE COMMUNICATION SUITE | PG 31 |
| ● | CHAPTER 06 PERSONALIZING YOUR WEDDING | PG 37 |





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.

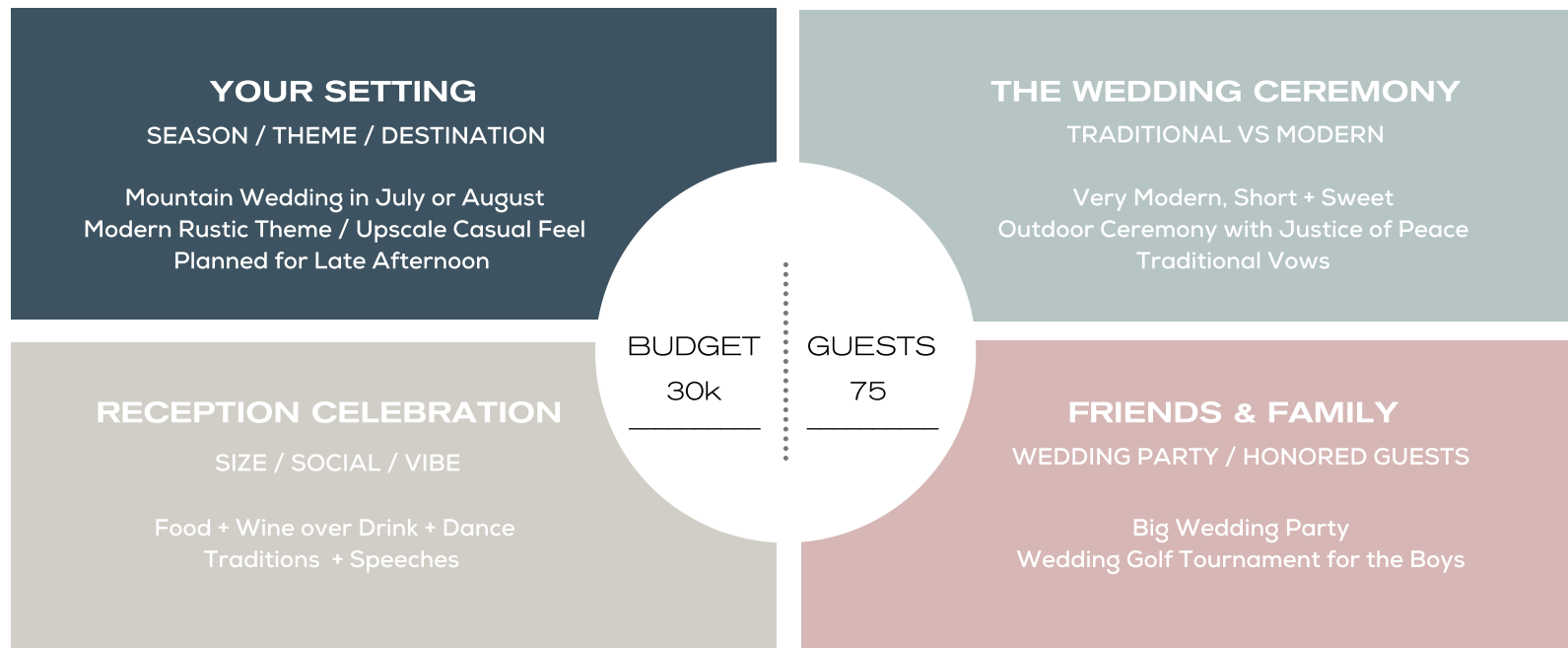
It is equally important that we determine our preferred guest count and confirm our wedding budget when we are setting our foundation. Our guest count will have the largest impact on our cost structure as well as the overall logistics required to coordinate a successful event. We will need to consider 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 start any spending. 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 + Suggested Cost Calculators
- A 'How To' Initiate the Awkward Money Conversation with Sample Email + Script

WEDDING PLANNING

NOTES + TAKE AWAYS

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You know you're in love when you can't fall asleep, because reality is finally better than your dreams.

- DR. SEUSS -

wedding plans in motion

Halfway there! We have made it through all the budgeting, all the planning and the part that we like to call 'A Million and One Decisions' wedding edition. Now that we have a blueprint of what our wedding day is going to look like, we need to shift gears and sort out a plan that brings all these details together. The fancy term here is logistics and event management but let's not get too technical. To keep it simple our mantra is this - what is it going to take for all this to come together seamlessly?

Spoiler Alert. A lot is in your timeline and we will spend an entire chapter talking about this plus other logistics we need to think through before your wedding day. Here's the thing, there are a lot of variables when it comes to event planning and though we cannot control everything, we can be proactive and we can certainly be prepared. This is also the section where we will chat about how to effectively delegate duties so that come wedding day, you are sipping champagne and not setting up the dessert table.

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VENUES + VENDORS

SHORTLIST YOUR POTENTIAL WEDDING HIRES

CEREMONY VENUE

-
-
-

OFFICIANT

-
-
-

WEDDING PLANNER / COORDINATOR

-
-
-

RECEPTION VENUE

-
-
-

CATERER + BARTENDER

-
-
-

PHOTOGRAPHER

-
-
-

VIDEOGRAPHER

-
-
-

DJ / LIVE BAND



FLORIST

-
-
-

EVENT RENTALS

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-

WEDDING CAKE + DESSERTS

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-
-

TOP PICKS

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A YEAR OF DATES

TASTINGS, PAIRINGS AND FITTINGS, OH MY!

WEDDING PARTY SUITS + GOWNS

-
-
-

HAIR AND MAKE UP TRIALS WITH BEAUTY TEAM

-
-
-

HAIR, NAILS AND AESTHETICS

-
-
-

YOUR DRESS

-
-
-

YOUR ACCESSORIES

-
-
-

YOUR FITTINGS

-
-
-

A close-up photograph of a hand holding a bouquet of flowers. The hand is wearing a diamond ring on the ring finger. The bouquet consists of various flowers, including pink peonies and green hydrangeas. The background is softly blurred.

TASTINGS + WINE PAIRINGS

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DESSERTS + SWEET TREATS

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BACHELORETTE PLANS

-
-

THE STAG PARTY

-
-

BRUNCHES, LUNCHES AND OTHER FUN WEDDING DATES

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JANUARY 2021

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| 24 | 25 | 26 | 27 | 28 | 29 | 30 / |
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Love will thaw a frozen heart. DISNEY'S OLAF



FEBRUARY 2021

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| 28 | | | | | | |

It is wonderful to be loved, but it is profound to be understood. - ELLEN DEGENERES



MARCH 2021

| S | M | T | W | TH | F | S |
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| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

All that you are is all that I'll ever need. - ED SHEERAN



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 + event rentals and tear down
- 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 \$350

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.





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

Follow us on Instagram @downtheaisleyyc



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