

2019 Knowledge Sharing Summit and Marketplace
Thursday March 28th Session: Weddings 101 - Round Table
Vendor Relationships: The Key to your Small Wedding Success!
Presented by Linda Hayes, ijk Partners, an Affiliate of The B&B Team®

Let's review these essentials as you build your wedding team:

- Identify local key partners to match your package components.
- Negotiate pricing with each to allow profit in your package.
- Create worksheets to use with each vendor as the order format.
- Create your master pricing worksheet to gather all information.
- Translate this information into your package to present to the couple.

Select package vendors located within 15-20 minute driving radius whenever possible.

Officiates: Consider reaching out to retired ministers who are available late afternoons mid week and looking for a little extra money. They must be open to all types of marriages and respect differences in church affiliations. If they are willing to meet with the couple shortly before the actual ceremony, they can make the ceremony as personal as possible. In some states, you can fill this role if you choose to. Always call to confirm their availability when your couple selects their date before you commit.

Photographers: Find a budding photographer who needs to build their skill, earn money and is willing to work during the week for your small weddings and elopements. By asking for a drive of all images, processing time is greatly reduced. Our packages were dropped off by 8am the morning after the wedding and presented to the couple during breakfast. Always call to confirm their availability when your couple selects their date before you commit. Review pricing at the end of your season to set new pricing if necessary for the next season.

Florists: The one you give most of your business to as close to your property as possible. Meet with the florist to define the elements of your package, negotiating a firm price for each item. (make exceptions made for exotic flowers – know what they are!) Pick up vs. delivery to save money for these small orders. Again, review pricing at the end of your season to adjust for the next season.

Bakers: A high volume bakery won't mind your frequent special cake. Meet with the baker to determine what they can consistently provide without fail. Detail and confirm those selection options, ask for a sample to be created, photograph it and keep on file with a copy to the bakery for their records. Don't forget to review pricing at the end of your season for the next season.

Cake Service or Dinner: If you can serve dinner or prepare a romantic picnic, you allow the magical moment of a wedding ceremony to continue at your property. Following the ceremony, pour glasses of bubbly for your couple and have them cut their wedding cake while the photographer is present.

Small Wedding Package Order Form (Office Use Only)

Last Names: _____ Wedding Date: _____ Time: _____

Officiate: _____ Confirm availability _____ Confirm date _____ Arrival _____ pm

Photographer: _____ Confirm availability _____ Confirm date _____ Arrival _____ pm

Package includes 1-½ hours of photography from pre-ceremony to pre-dinner.

All images will be provided on a drive at full resolution, black and white proof set plus a full copyright release. Inn received drive with all images, (1) 5 x 7 color image for wedding book. (\$600 Midweek)

Florist: _____ Order Date _____ Pick up Date: _____ by 2pm

Hand Tied Medium Bouquet (\$35) _____

Grooms Boutonniere (\$10) _____

Color of Petals for Wedding Cake (\$3) _____

Flowers for table centerpiece (\$20) _____

Wedding Cake: ODB Order Date _____ Pick up Date: _____ by 2pm

2 Tier Mini-Wedding Cake as follows: Shape: Round, 2 Tiers with 6" bottom and 4" top layer with trim of beading at the bottom of the layer and 3-dot decoration on sides.

Small round base to be provided by inn. (\$35)

Top Layer Flavor _____ Filling: _____

Bottom Layer Flavor _____ Icing: _____

Dinner Selections prepared by Inn staff

1st Course: _____ Butternut Squash Apple Curry Soup or _____ Mesclun Green Salad

Entrée Selection: _____ Pecan Crusted Salmon or _____ Grilled Beef Tenderloin

Dessert: Wedding Cake

Beverage: _____ Iced Tea _____ Coffee-regular or _____ decaf _____ hot tea

Toast with Cake Cutting: _____ Sparkling Cider or _____ Sparkling Wine

Additional Items to Prepare:

_____ 2 Logo Champagne Flutes

_____ Chocolate Dipped Strawberries for Turndown Service

_____ Signed Congratulations card delivered to room with Strawberries

_____ Music Selection for Ceremony Entrance and Exit

_____ Payment for Officiate, Photographer

Example of Pricing Worksheet Used to Determine Total Package Price

Today's Date		Wedding Date:		Time:	
Bride		Address			
Groom					
Phone #		Email			
Item	Provider	Std Cost	Package \$	Extras	Notes
Officiate \$100-\$150	Officiate A	\$ 100.00	\$ 100.00		
Photography	Photograher A	\$ 600.00	\$ 600.00		
Bouquet	Florist	\$ 35.00	\$ 55.00		
Boutioniere	Florist	\$ 10.00	\$ 15.00		
Petals for Cake	Florist	\$ 5.00	\$ 7.00		
Cake	Bakery	\$ 35.00	\$ 55.00		
Sparkling Wine	Bev Supplier	\$ 10.00	\$ 15.00		
Dipped Strawberries	Inn	\$ 2.00	\$ 10.00		
Logo Flutes	Inn	\$ 8.00	\$ 16.00		
Congratuations Card	Inn	\$ 1.00	\$ 2.00		
Dinner for Two	Inn	\$ 30.00	\$ 75.00		
Location Fee	Inn	\$ -	\$ 450.00		
		\$ 836.00	\$ 1,400.00		Sunday-Thursday except Sept/Oct
Lodging					
Room			\$ -		
TOTAL			\$ -		
Notes					

Suggestions for pricing:

Consider how many items you have to pick up yourself to cover your time and gas i.e. cake, flowers vs. the photographer and officiate who are driving to your property.

When calculating mark up, I like to consider these factors:

- 30% food or material costs
- 30% labor costs
- 30% overhead (utilities, maintenance)
- 10% profit to the owner.

So in this proposal, 60% of the package price is \$840, allowing \$560 towards overhead and profit. The estimated actual cost is \$836 so this is within established guidelines.

Questions: Please contact Linda Hayes, ijk Partners/an Affiliate of The B&B Team®
 mobile 540-599-6400 email lh@ijkpartners.com website ijkpartners.com

Small Wedding Package for a Bride and Groom Only

Name of Bride: _____

Name of Groom: _____

Date of Ceremony: _____

Ceremony Location: _____

Officiate: _____

Photography: Arrival time _____

Package includes 1-1/2 hours of photography with _____

All images will be provided on a drive at full resolution plus a full copyright release.

Flowers: Please select type and color of flowers for the following:

Bouquet _____

Grooms Flower _____

Color of Petals for Wedding Cake _____

Flowers for table centerpiece _____

Dinner: Please highlight your choices for dinner:

Three-course candlelight dinner will be served on Tuesday evening as requested.

1st Course: Butternut Squash Apple Curry Soup or Mesclun Green Salad

Entrée Selection: Pecan Crusted Salmon or Grilled Beef Tenderloin

Dessert: Wedding Cake

Beverage: Iced Tea, Coffee-regular or decaf, hot tea

Wedding Cake Selections: Please highlight your choices for your wedding cake and refreshment.

Choice of Cake Flavor: White, Devil's Food, Carrot, Yellow, Marble, or Spice

Filling: Chocolate Ganache, Hazelnut Ganache, Raspberry, Strawberry, Cream Cheese

Covering: Cream Cheese, Buttercream, German Chocolate Fudge, or Fudge

Sparkling Cider or Sparkling Wine

Turndown Service: Chocolate Dipped Strawberries

Payment and Cancellation Policy: 50% deposit required to hold the date and reserve the officiate, florist and photographer. Balance is due 30 days prior. Cancellation 60 days prior will result in a \$100 cancellation fee deducted from refunded deposit. A cancellation 30 days prior will result in loss of deposit.

Approved _____ Date _____

Print Name _____ Telephone # _____

Address _____ Email _____