

WEDDING PLANNING & DESIGN



Mad Bash grp.

CLIENT PRESENTATION 2023-24



We Are Mad Bash.

At Mad Bash, weddings are at the core of what we do and who we are. As an agency of creatives, we cut our teeth on weddings and over a decade later have hundreds of flawlessly designed and executed celebrations under our belt.

Now, we've designed our services for clients who want bold, artistic events brought to life by a team they can trust. We're excited to make this planning journey effortlessly cool and seamless for you. We trust this guide will give you insight into our offerings, process and value.

OUR PROCESS

When people think about a wedding planner, they often picture someone holding a clipboard shouting directives- *that's not us. We became event pros to create.* We believe in parties and the value that celebration brings to our cultural fabric. We know that when couples reach out, it's to collectively dream about a milestone in their life and to make it real. *Our passion for elevating your love story in a beautiful way is what drives us forward.* Over time, we've created seamless processes that ensure your vision is executed to perfection. Our team is bright, innovative, hard-working, and *our best work happens when we are having fun, with you.* Here is a sample flow of how we work:

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ONBOARDING

Our shared online software allows us to track all communication and information about your wedding.

BUDGET

We'll begin by prioritizing needs and allocating funds appropriately. This will guide us in the entire process.

SERVICE BASED VENDORS

Let's nail down the big vendors who'll be the infrastructure of your wedding.

DESIGN

The pretty part! Our proposal will leave no question that your wedding will be stunning with lots of visual examples and quotes.

FABRICATION & SOURCING

All the beauty comes to life through our diverse network of creatives and vendors.

LOGISTIC PLANNING & WEDDING DAY

All our plans get translated into details documents and distributed to your team. Let's get you married!



OUR STYLE

Mad Bash Weddings are *bold, brave and beautiful*. We'll take our cues from your unique story and incorporate those into stylish details found throughout your day. We love working in unique venues with charm and character; places where your guests will feel inspired.

Your wedding is your one chance to throw the party of your dreams, be that a formal ball or a disco-fueled dance party. *We'll guide you through the planning process with your guest experience top of mind to create an unforgettable day.*





FULL WEDDING PLANNING

STARTING AT \$11,500 | UP TO 16 MONTHS SERVICE

- Shared access to Online Planning Account where all information pertaining to the wedding will be stored.
- Unlimited meetings and communication with the client as needed throughout the planning process.
- Research, Negotiation and Procurement of all Service based vendors which can include venue, photography, videography, entertainment, officiants, catering, and more.
- Full budget management including allocation, recommendations, and expense tracking.
- Full wedding design including a 12-20 page design proposal, design renderings, decor project list, mood board and design budgeting.
- Research, Negotiation and Procurement of all Aesthetic based vendors which can include florist, cake, invitations, decor/furniture rentals, lighting and more.
- Managing communication with all wedding vendors.
- Creation and Distribution of Wedding Floor Plans.
- Guidance with RSVP and Seating plan best practices.
- Creation of detailed wedding planning checklists and task lists updated regularly and monitored by our team.
- Everything listed in "Month of Management" below.

PRIVATE ESTATE PLANNING

STARTING AT \$13,500 | UP TO 16 MONTHS SERVICE

For those looking to celebrate their wedding on a Private Estate like a family home, country property, farm, or holiday home, this service is designed for you. *It includes everything you see in the Full Wedding Planning service but additionally includes:*

- Property logistics management including power, water, garbage removal, restrooms, parking logistics and more.
- Tent installation management including tenting, flooring, lighting and more.
- Additional property walkthroughs as needed by vendor team.
- Multi-day on site management of Infrastructure Installation for the event.





SIGNATURE PLANNING

STARTING AT \$8500 | UP TO 8 MONTHS SERVICE

- Combines Event Design and Month-Of Management services.
- Shared access to Online Planning Account where all information pertaining to the wedding will be stored.
- Up to 3 in person meetings including one venue walkthrough.
- 1 hr Budget consultation meeting to review decor budget and consult on overall wedding budget.
- Full wedding design including a 12-20 page design proposal, design renderings, decor project list, mood board and design budgeting.
- Research, Negotiation and Procurement of all Aesthetic based vendors which can include florist, cake, invitations, decor/furniture rentals, lighting and more.
- Managing communication with all aesthetic based wedding vendors and communication with all vendors at the 6 week mark.
- Creation and Distribution of Wedding Floor Plans.
- Guidance with RSVP and Seating plan best practices.
- Creation of detailed wedding planning checklists and task lists updated regularly and monitored by our team.
- Everything listed in "Month of Management" below.

MONTH-OF MANAGEMENT

While we no longer offer Month-Of Coordination as a stand alone service, it is fully included in other services. ***After over a decade of planning and design experience, we've realized that we want to be fully immersed in crafting the full experience of your wedding day.*** 'Month-Of' refers to the final 6 weeks leading up to your wedding and all of the above services will include the following:

- Creation of detailed wedding day itinerary
- Creation of a master vendor contact list.
- Distribution of itinerary and event info to all vendors and confirmation of their services to you.
- Main point of contact to all vendors involved in the wedding
- Up to 12 hours of coverage on the day of your wedding by your assigned lead planner.
- Attendance and coordination of the ceremony rehearsal
- Supervision, set up and styling of both ceremony and reception sites including placement of decor and personalized details.
- Coordination of wedding party and speakers at ceremony and reception.
- Receive deliveries on your behalf.
- Guest services and management at ceremony and reception sites.
- Day-of trouble shooting and time management.
- Issuing payments and tips to vendors.





PARTIAL PLANNING & MICRO WEDDINGS

*You may find yourself in a place where these packages don't feel like they work for you. In some cases, you may have already booked your venue or maybe you've got your officiant booked but need help with the rest. **We are happy to create a custom package for you**, but will need to learn more about where you are at in the process.*Partial planning does not apply to Design + Month-Of- that package cannot be modified.*

If you are having a micro wedding (typically defined as 50 guests or less) and don't feel that you'll need as robust a service as Full Wedding planning, we'd love to chat. A lot of the work that we do as planners is a fixed time commitment, no matter the number of guests, however some of it may be variable. **We're open to creating custom services for micro weddings but find most start at \$6500.**

EVENT DESIGN

STARTING AT \$6,000 | CUSTOM LENGTH

- Up to 2 in person meetings including one venue walkthrough.
- Full wedding design including a 12-20 page design proposal, design renderings, decor project list, mood board and design budgeting.
- Research, Negotiation and Procurement of all Aesthetic based vendors which can include florist, cake, invitations, decor/furniture rentals, lighting and more.
- Managing communication with all aesthetic based wedding vendors.
- Creation and Distribution of Wedding Floor Plans.
- Supervision, set up and styling of both ceremony and reception sites including placement of decor and personalized details



PLANNING A-LA-CARTE

CONSULTATION HOURS: \$250/HR

We offer expert advice on navigating the planning process. Consultation hours cover any planning topic you'd like that is not already included in a booked package or, that you'd like to explore to jump start your planning process.

ASSISTANT FEES: \$75/HR

In almost all cases, unless it's a very small micro wedding, an assistant will be required. Our assistant fee is \$75/hr and we will transparently share how many hours will be required from an assistant on the day of your wedding. In all cases, weddings between 50-150 guests require one assistant for a minimum of 6 hours. Weddings above 150 guests may require two or more assistants.

TRAVEL & ACCOMMODATIONS: \$1.35/KM & AS NEEDED

Weddings outside of the GTA will be subject to a travel fee of \$1.25/km return for all trips made to and from the venue. The planning team will require accommodations if the event is 1.5 hrs or more from the GTA and in most cases will need a room with 1 bed per team member on the night of the rehearsal and the night of the wedding.

ON-SITE HOURS: \$250/HR

If you'll need more than 12 hours of planning coverage on your wedding day, we can stay up to 14 hours for an additional fee.

TEAR DOWN & SHIPPING: CUSTOM QUOTED, BEGINNING AT \$600

Does your venue require that all decor and personal items be removed the night of your wedding? Our team can manage the tear down and removal of your decor for you. Does your decor require a large shipping vehicle and delivery? We'll handle this and ensure it's quoted on your decor proposal.

CUSTOM DECOR FABRICATION: CUSTOM QUOTED, BEGINNING AT \$95/HR

If you are a client whose service includes design, your custom decor projects which can include fabrication, graphic design, printing, hand-lettering, crafting and more, will be outlined and quoted on your decor proposal. In all instances these projects will either begin at \$75/hr or be quoted as a flat rate.

FREQUENTLY ASKED QUESTIONS

WHAT ARE YOUR OFFICE HOURS?

Our planners work Tuesday to Friday, 10am to 6pm. On weekends, we are predominantly managing events. Our weekend is typically Sunday to Monday. We endeavour to answer all email communication within 48 hours and occasionally schedule client meetings, consultations and calls after our regular business hours. We work a hybrid model, sometimes in office and sometimes from home.

WHO WILL MY PLANNER BE?

Your initial consultation might be with a planner who will not be assigned to your wedding. We work hard to determine a couple's specific needs, style and budget and pair them with the expert planner on our team who is the right fit. Your planning team will consist of a designer and lead planner as well as a day-of coordinator. In some instances these roles will be filled by the same person and in others, these will be filled by different people.

DO YOU HAVE BUDGET MINIMUMS?

Yes. We are working with wedding budgets of \$75,000 and above in most cases. For floral and decor, our minimum is \$10,000 in order to design the quality of weddings you see on our website. These are the ranges in which we can affect the most change and value. For micro weddings, or weddings of any size, we see our clients typically spending between \$700-1500 or more per person on their wedding day experience.

DO YOU OFFER LONG-DISTANCE, DESTINATION OR REMOTE PLANNING SERVICES?

Yes, All of our services can be modified to be offered virtually! If you are living overseas but want to plan a wedding locally OR if you'd like to plan a destination wedding, these are both services we offer.

YOUR PRICES SAY "STARTING AT," WHAT DOES THAT MEAN?

All prices are based on 150 guests or less and an overall wedding budget of \$75,000. Should your wedding exceed this guest count or budget, our scope of work will be affected. After learning more about these two factors and the type of event you want to host, we'll be able to give you an accurate price. For Full or Estate planning clients, we charge approximately 10% of your overall wedding budget on average.

HOW DOES PAYMENT WORK?

All services will require an initial, non-refundable retainer of 30% with a payment plan laid out throughout the year dependent on your package. All final balances will be due 4-weeks out from your wedding date with the exception of any decor expenses or billable expenses which will be due the day prior to your wedding. We accept e-transfer or cheque. We are also able to accept credit cards with a 3.5% service fee.

IF WE BOOK WITH MAD BASH GROUP, DO WE ALSO NEED A DECOR COMPANY?

If you are working with us in any sort of planning capacity, design will be included. Our design expertise will act as your decor company. However, decor rentals and pieces will be sourced directly through our preferred vendors. In some cases, we may partner with a decor company to create large scale pieces or to rent some of their items, but we recommend waiting to see if this is required before booking a decor company. Our service prices do not include the cost of decor





Let's Start Planning.

We're excited to work with you. If you would like to reach out, feel free to email us, DM us, or give us a call to schedule your consultation.

We can be reached at:

office@madbash.ca

Check us out on Social:

[@madbashgrp](https://www.instagram.com/madbashgrp)

Visit us Online:

www.madbash.ca

