



*All In The Details  
Wedding & Event Planning*

*Project #2  
Selling your Services*

*Schelequia Davis  
Certified Wedding & Event Planner  
PO Box 335  
Elizabethtown, KY 42701  
allinthedetails15@gmail.com*

## *All In The Details Wedding & Event Planning* *“Creating Blessed Events with A Personal Touch”*

All In The Details Wedding & Event Planning is a service-disabled, veteran owned full service company out of Elizabethtown, KY that offers planning, design and consulting services for various social events. As a certified wedding and event planner, we will provide services for events such as:

- Wedding Celebrations (Engagement party, Bridal shower, Rehearsal dinner, Ceremony, etc...)
- Family Events (Graduation, Reunion, Anniversary, Birthday party, Holiday, Baby shower, etc...)
- Military Events (Award ceremony, Promotion ceremony, Retirement, Military balls, etc...)
- Business Events (Business meeting, Banquets, Fundraising event, Open house, etc...)

All In The Details will offer strategic planning, design and execution and vendor referrals and management for all events. We will interact directly with clients on a consistent basis and supervise all aspects of planning to ensure a successful event. In addition to these services, we also provide custom made gift baskets, accessories, notary services and invitations.

The first year of business, we will work from a home office and focus on All In The Details brand within the community and establishing valuable relationships with local vendors. We will also focus on acquiring clientele by networking (church, work, friends...etc) attending bridal shows and through social media. As a certified wedding and event planner, we will become a member of Hardin County Chamber of Commerce and Association of Bridal Consultants. We will grow with the success of each event. We will continue to support the local charitable organizations such as the free clinic of Hardin & Larue county and Spring Haven women's shelter.

Five year goal for All In The Details will be an office space, increased clientele and hiring additional consultants. All In The Details is currently a part time venture for me. Five to ten year goal is to make enough revenue to become a full time wedding and event planner. I also plan on purchasing a building that can be used for a rental hall and offer one stop shop for all the necessary items for a successful event. With God all things are possible; All In The Details will be a successful wedding and event planning company. We will be known as the best wedding and event planning company in Hardin County.

***All In The Details Wedding & Event Planning  
Initial Contact***

A potential client would inquire about services through our website, bridal show lead or referral. The client will receive an initial call to set up a face to face meeting. Website inquires will receive an automatic reply stated email was received and someone will contact them within 24 hrs of receiving the email.

**Hello \_\_\_\_\_**

**My name is Schelequia Davis and I am a wedding planner with All In The Details Wedding & Events. I am calling because you were referred to me/I received your email and I understand you have a wedding in your future.**

**Congratulations on your engagement! Have you given much thought to how you're going to handle all of the details and arrangements?**

**Let me explain how our company works and then you can see if I'm the right person for you. I am the owner of All In The Details Wedding & Events and a certified wedding planner. We have been designing weddings for several years and customize weddings to fit any budget.**

**Our services vary from helping with the pre-planning details to handling 'Day Of' services. I can give you a plan to work with on your own, or I can help you with as many details as you like. My job is to assist you with creating the wedding of your dreams. My initial consultation is free of charge and I also give each couple a free wedding planning calendar as my gift to you. Additionally, I work with only the most reputable vendors and will be happy to offer suggestions as you need. If there is a vendor you would like to use that is not on my preferred list, I will be sure to research and check their references to ensure they provide quality service.**

**My role includes meeting with you, researching vendors, coordinating calendars, getting the best rates and packages, presenting my research to you and helping you with wedding ideas for your wedding signature. In other words, just helping you to decide what you want.**

**Let's meet at Stone Hearth restaurant, 1001 N Mulberry St, Elizabethtown, KY 42701 this week to go over some of the details I can help you with. I have \_\_\_\_\_ open. Does that day work for you? Great! See you then.**

**Have a blessed day!**

## *All In The Details Wedding & Event Planning Initial Meeting*

Initial meeting will be held at Stone Hearth restaurant. A free meal for the couple will be part of the initial meeting. Our meeting will begin with the couple telling me about themselves and their relationship. I will have a photo album of previous wedding and events I've planned and tablet with images from previous events. I will have a folder with the following documents:

- Wedding Packages and Prices: potential clients can review and decide what services they require.
- Services Menu
- Contact Information: Business card with contact information.

A thank you card will be sent to the couple congratulating them and to show my appreciation for them meeting with me. The card will also include a complimentary bridal show ticket to reinforce how helpful I can be with planning her special day. Once the bride decides to work with me, we will meet again to go over what services she desires me to provide for her. During the meeting I will have the following information to assist with planning:

- Client Checklist: To obtain basic information
- Engagement Announcement
- Marriage License Requirements
- Engagement/Bridal Shower Themes and Ideas.
- Wedding Party Checklist

We will review and complete bridal client profile data sheet and all contracts. All documentation will be completed and All In The Details Wedding & Events will begin planning the bride's dream wedding.



## *All In The Details Wedding & Event Planning Wedding Packages*

### **Bronze Wedding Consulting Package-\$125.00**

- A great package for those who just need help getting started, or at any other point where a little assistance is needed!
- Up to three hours of consultation regarding your planning
- Referral to reputable vendors and advice regarding contracts
- Unlimited basic email and telephone questions
- Full payment required at signing of contract

### **Silver Wedding Directing Package-\$600.00**

- Perfect for those wanting professional assistance ONLY on the day of their wedding!
- Review of all vendor contracts and confirmation of vendor services 1 – 2 weeks prior to the wedding day
- Assistance in development of a wedding day itinerary
- Consultant's services on the wedding day for a maximum of ten hours
- Provision of complete wedding emergency kit
- Personal management of the wedding day itinerary, vendors and the wedding party
- \$300.00 deposit at signing of contract with balance due one week prior to the set wedding day

### **Gold Wedding Consultation Package-\$600.00**

- Need full assistance with your plans, but not wedding day directing services
- FREE wedding planning binder with tip sheets, questions for vendors, worksheets and timeline guides, including pockets for your contracts, pictures, and other important information!
- Up to ten hours of consultation regarding your planning
- Referral to reputable vendors, review of vendor contracts and confirmation of vendors 1 – 2 weeks prior to wedding day
- Assistance in developing your wedding day itinerary
- FREE Wedding Style Consultation
- One visit to your ceremony and reception venue prior to the wedding
- Unlimited email and telephone questions
- 10% discount on rentals from some of Elizabethtown's major suppliers
- 20% discount on catalogue invitations
- \$300.00 deposit at signing of contract with balance paid one week prior to the wedding day



## *All In The Details Wedding & Event Planning Wedding Packages*

### **Platinum Wedding Consultation Package-\$900.00-\$2000.00**

- All-inclusive wedding package!
- Includes all the details of the Gold Wedding Consultation Package
- Coordinator attendance and assistance at the wedding ceremony rehearsal
- Coordinator services on the wedding day for a maximum of 12 hours
- Provision of complete wedding emergency kit
- Personal management of wedding day itinerary, vendors and wedding party
- \$300.00 deposit at signing of contract with balance due on the wedding day

### *Business Card*





## *All In The Details Wedding & Event Planning Services*

---

### *All In The Details Wedding & Event Planning*

---

P.O. Box 335

---

Elizabethtown, KY 42701

---

(270) 406-7280

---

	Service	Cost	Description
--	---------	------	-------------

#### **Planning Services**

	Consultation	\$25 per hour	Plan events with Bride-to-be and Groom-to-be
	Timeline	\$200	Create a step-by-step "Day Of" itinerary
	Vendor Coordination	\$300	Start to finish direction of all vendor details

#### **"Day Of" Services**

	Vendor Confirmation	\$50	Vendor communication to insure "Day Of" delivery
	Wedding Coordinator	\$400	"Day Of" directing of all wedding and reception details
	Additional Time	\$25 per ½ hour	Ask your "Day Of" Coordinator for more information

#### **Planning Packages**

	Bronze Consultant	\$125	Help getting started or moving forward
	Silver Director	\$600	Professional "Day Of" services
	Gold Consultant	\$600	Professional pre-planning services
	Platinum Coordinator	\$900 to \$2000	All-inclusive wedding packages
	Destination Wedding	\$1000 and up	Cover all aspects from planning to directing

#### **Additional Services**

	Engagement, Bridal, Bachelor & Bachelorette	Negotiable	Help plan, host & advise couple, Maid of Honor and Best Man beautiful shower
	Rehearsal Dinner	\$300 and up	Coordinate and direct dinner and rehearsal
	Custom Gift Basket	\$25 and up	Create unique baskets for all occasions
	Notary Services	\$.50 per page Free for couple	Documents notarize for couple free, included in wedding package.
	Accessories	Negotiable	Provide accessories (necklace, earring...etc) for rent or purchase for bridal party.
	Events ( Business, Family & Military)	Negotiable	Prices depend on services requested.
	Invitations	Negotiable	Assembly & Mailing



## *All In The Details Wedding & Event Planning Client Checklist*

1. Name of Bride-to-be (B2b): \_\_\_\_\_
  - a. Date of birth: \_\_\_\_\_
  
2. Name of Groom-to-be (G2b): \_\_\_\_\_
  - a. Date of birth: \_\_\_\_\_
  
3. Current Address: \_\_\_\_\_
  
4. Future Address: \_\_\_\_\_
  
5. Age:
  - a. 18 – 24
  - b. 25 – 30
  - c. 31 – 35
  - d. 36 – 45
  - e. Over 45
  
6. City of Wedding: \_\_\_\_\_
7. Wedding Date: \_\_\_\_\_
8. Time of Ceremony: \_\_\_\_\_
9. Time of Reception: \_\_\_\_\_
10. Wedding Budget:
  - a. Under \$10,000
  - b. \$10,001 - \$15,000
  - c. \$15,001 - \$20,000
  - d. \$20,001 - \$25,000
  - e. Over \$25,000
  
11. Number of guests: \_\_\_\_\_
  - a. Used for price per person estimates, such as invitations, catering, and cake.
12. How many hotel rooms are needed? \_\_\_\_\_
13. What type of wedding is planned?
  - a. Very Formal
  - b. Formal
  - c. Semi-Formal
  - d. Informal
  - e. Other



## *All In The Details Wedding & Event Planning Client Checklist*

14. Select two words from the following list that best describes your wedding day vision:
- a. Elegant
  - b. Simple
  - c. Party
  - d. Celebration
  - e. Grand
  - f. Traditional
  - g. Romantic
  - h. Sophisticated
  - i. Glamorous
  - j. Contemporary
  - k. Hip
  - l. Funky
  - m. Vintage
  - n. Magical
  - o. Festive
  - p. Conservative
15. How many bridesmaids, including the Maid of Honor?
- a. 1-3
  - b. 4-6
  - c. 7-10
  - d. 10 or more
16. How many groomsmen/ushers, including the Best Man?
- a. 1-3
  - b. 4-6
  - c. 7-10
  - d. 10 or more
17. Will you have a flower girl/s? If so, how many?
- a. 1-2
  - b. 3-4
18. Will you have a ring bearer?
- a. Yes
  - b. No



## *All In The Details Wedding & Event Planning Client Checklist*

**19. Your favorite primary color is:**

- a. Red
- b. Yellow
- c. Blue
- d. All

**20. Wedding Gown Color:**

- a. Natural White
- b. Cream
- c. Ivory
- d. Other \_\_\_\_\_

**21. Reception: (Match to answers regarding vendor preferences)**

- a. Indoor
- b. Outdoor
- c. Both

**22. Catering: (Choose all that apply)**

- a. Seated/plated dinner
- b. Buffet
- c. Appetizers only
- d. Champagne and Cake only

**23. Ceremony Location:**

- a. Indoor:
  - i. Religious facility
  - ii. Hall
  - iii. Special Venue \_\_\_\_\_
- b. Outdoor:
  - i. Garden
  - ii. Backyard
  - iii. Special Venue \_\_\_\_\_



## *All In The Details Wedding & Event Planning Engagement Announcement*

### **Engagement Announcement Requirements**

*www.thenewsenterprise.com*

The News-Enterprise  
408 W. Dixie Avenue  
Elizabethtown, KY 42701  
(270) 505-1751

- Submissions should be legible. The information should be clear and concise. Include name and daytime phone number in case of question. News Enterprise has the right to edit.
- Submissions and photos can be mailed to: *celebrations@thenewsenterprise.com*
- If email is not available, fax items to (270) 769-6965 or mail to address above. Office hours are 8 a.m. to 5 p.m. Monday-Friday. There is an after-hours drop box.
- Photos sent by email should be .jpg format. Black and white or color photos accepted.
- To have photos returned, include a self-addressed stamped envelope; otherwise, the photo can be picked up at the front desk up to one month following publication
- Identify the people in the photo
- The News-Enterprise cannot guarantee all photos will be published



## ***All In The Details Wedding & Event Planning Marriage License Requirements***

### **Hardin County Marriage License Requirements**

*<http://www.hccoky.org/recording-marriage.asp>*

#### **R.R. Thomas Government Building**

14 Public Square

Elizabethtown, KY 42701

(270)765-2171

**Marriage license is only valid for 30 days, and it is only valid for use in the state of Kentucky. There are no blood tests required and there is no waiting period.**

**The fee for this license is \$35.50 and must be paid in the Hardin County Clerk office.**

**Both parties must apply for this license together.**

**Both parties need to be 18 years of age or older. If either of the parties is under 18, proof of age must be shown.**

#### **Marriage License Requirements *(For applicants under the age of 18):***

- Individuals who are the ages of 16 and 17 may only purchase a marriage license with both parents signing their consent.
- Anyone under the age of 16 must have a written court order from a judge allowing the marriage, and it must be presented before a marriage license will be sold. If a court order is obtained, the signatures of the parents will not be necessary.
- Any bride who is under the age of 18 has to purchase the license in the county of her residence.
- Both parents must be residents of Hardin County at the time of the purchase of the license.
- If one parent has sole custody of the minor, that parent may sign the consent form alone, but they must bring documentation to that effect.
- The parent will have to come in to the office to sign the marriage license, and they are also required to have 2 witnesses who know them, and are willing to sign to that effect. All parties must be present at this time.
- The bride and groom are not allowed to sign as witnesses for any of the accompanying parties.
- All parties are required to provide a picture ID, such as a driver's license, at the time of purchase (no exceptions).

***No marriage in Kentucky will be legally recognized without a valid marriage license.***

When applying for the license, it is helpful to bring your driver's license, birth certificate, and/or Social Security card. Both the bride and groom will be asked to provide the following:

- Social Security number
- Current address
- Date of birth
- County or city and State of birth
- Mother's full maiden name
- Father's full name
- Marital condition, including the number of previous marriages (a copy of the final divorce decree is required only if the divorce is very recent)
- Occupation
- Race
- Relationship to one another

**PLEASE DOUBLE CHECK YOUR LICENSE BEFORE SIGNING IT! IT TAKES A COURT ORDER TO GET ANY MISTAKES CORRECTED!!!**

Hardin County and Jefferson Circuit Court Judges perform civil ceremonies at the County Courthouse Monday through Friday (except federal holidays) by appointment.

If you are planning to get married and require their services please contact them

**Hardin County**

**Name:** Judge Doug Goodman  
100 Public Square #300  
Elizabethtown, KY 42701  
Phone: (270) 272-3130  
Email: dgoodman.hcgo@hcky.org

**Jefferson County**

**Name:** Judge Gary Fields  
700 W Jefferson St,  
Louisville, KY 40202  
Phone: (502) 426-5511

**Name:** Judge George Hunter  
700 W Jefferson St,  
Louisville, KY 40202  
Phone: (502) 649-5488

**Name:** Judge Samuel Whitlow Jr.  
700 W Jefferson St,  
Louisville, KY 40202  
Phone: (502) 574-9919



## *All In The Details Wedding & Event Planning Wedding Party Checklist*

### **Maid of Honor's Checklist**

- Helps the bride select bridesmaids' attire
- Helps address invitations and place cards
- Attends as many prenuptial events as possible
- Organizes bridesmaids' gift to the bride. Usually gives an individual gift to the couple
- Makes sure that all the bridesmaids, the flower girl, and the ring bearer are at fittings, the rehearsal, and the ceremony on time
- Is expected to attend the rehearsal and is included at the rehearsal dinner
- Walks in processional and recessional
- Holds the groom's wedding ring
- Helps with the bride's gown
- Arranges the bride's veil and train before the processional and recessional
- Makes sure the bride's gown is "picture perfect" throughout the day
- Holds the bride's bouquet during the ceremony
- Witnesses the signing of the marriage certificate
- Stands in the receiving line
- Keeps the bride on schedule
- Helps the bride change into her going away clothes
- Takes care of the bride's gown and accessories after the reception
- Pays for own wedding attire and transportation to the wedding

**Notes:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## *All In The Details Wedding & Event Planning Wedding Party Checklist*

### **Bridesmaids' Checklist**

- Assist the Maid of Honor as requested
- Attend as many prenuptial events as possible
- Possibly host or co-host a party or shower
- Assist the bride with errands
- Contribute to bridesmaids' gift to the bride. Usually gives an individual gift to the couple
- Are expected to attend the rehearsal and are included at the rehearsal dinner
- Arrive at dressing site promptly
- Walk in processional and recessional
- Possibly participate in receiving line
- Dance with ushers and single male guests
- Help gather guests for the first dance, cake cutting, and bouquet toss
- Participate in bouquet toss, if single
- Look after the couple's elderly relatives or friends
- Pays for own wedding attire and transportation to the wedding

**Notes:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## *All In The Details Wedding & Event Planning* *Wedding Party Checklist*

### **Best Man's Checklist**

- Organizes a pre-wedding party for the groom
- Coordinates the ushers' gift to the groom. Usually gives an individual gift to the couple
- Is expected to attend the rehearsal and is included in the rehearsal dinner
- Gets the groom dressed and to the ceremony on time
- Makes sure the groom's wedding related expenses are prepared (Officiate fee, tips, etc.)
- Makes sure the groom has the marriage license with him
- Delivers any payment to Officiate, sexton, and ceremony musician(s), as prearranged
- Enters the sanctuary with the groom
- Takes care of and holds the bride's wedding ring
- Makes sure all ushers and properly attired and in place on time
- Walks in the recessional
- Witnesses the signing of the marriage certificate
- Drives the bride and groom to reception, if no driver is hired
- Helps welcome guests at reception
- Offers first toast to bride and groom at reception
- Dances with the bride, maid of honor, mothers, and single female guests
- Helps the groom get ready for the honeymoon
- Gathers up and takes care of groom's wedding clothes after he changes
- Has a car ready for the bride and groom to leave the reception or perhaps drives them to their next destination

**Notes:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## *All In The Details Wedding & Event Planning* *Wedding Party Checklist*

### **Head Usher's Checklist**

- Expected to attend the rehearsal and is included at the rehearsal dinner
- Receives any lists of guests who are to be seated in a specific pew and is aware of the importance and sequence of seating special guests, such as the mothers and grandmothers of the bride and groom
- Makes sure that programs, if used, are handed to guests when they are seated
- Makes sure that people who are designated to receive special flowers or corsages do, if the flowers have not been delivered to the recipients beforehand
- Checks that all ushers are dressed properly and wearing their boutonnieres on the left side, stem down
- Makes sure that the ushers know how to usher: how to greet guests, how to offer an arm to a single woman guest, and how to precede a couple to their seats
- Helps gather the wedding party for photographs either before or after the ceremony and ensures that transportation arrangements have been made for all members of the wedding party to and from the ceremony
- Completes entire Groomsmen and Ushers Checklist, as needed

**Notes:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## *All In The Details Wedding & Event Planning* *Wedding Party Checklist*

### **Groomsmen & Ushers' Checklist**

- Participate in party for the groom, if there is one
- Contribute to the ushers' gift to the groom. Usually gives an individual gift to the couple
- Expected to attend the rehearsal and the rehearsal dinner
- Review any special seating situations with the head usher before the ceremony begins
- Greets guests as they arrive
- Seat the eldest women first if a group of guests arrive simultaneously
- Ask guests whether they are to be seated on the bride's side or the groom's side
- Offer their right arm to female guests (with the guest's escort walking behind) or ask couples to follow behind (leading couple to their seat)
- Walk to the left side of a male guest
- Hand each guest a program when they are seated
- Put the aisle runner in place after guests are seated and before the processional begins
- Know the order of seating per tradition such as special guests, grandmothers of the bride and groom, and bride's mother last
- Remove pew ribbons, one row at a time, after the ceremony
- Close windows and check pews for programs or articles left behind after the ceremony
- Are prepared to direct guests to the reception site (having extra maps available, if used)
- Dance with bridesmaids and other guests at the reception
- Look after elderly relatives or friends
- Participate in garter ceremony, if there is one, and encourage other single men to participate
- Coordinate return of rented apparel with head usher or best man
- Pay for own wedding attire and transportation to the wedding

**Notes:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## *All In The Details Wedding & Event Planning* *Wedding Party Checklist*

### **Mother of the Bride Checklist**

- Hosts an engagement party (the bride's family traditionally gets the first opportunity)
- Helps couple to decide on sites or assists in making other big planning decisions
- Usually contributes to the wedding budget
- Assists the bride in putting together the family's guest list
- Offers suggestions for special family or ethnic ceremony traditions
- May help bride to shop for wedding gown and accessories
- Chooses own wedding day outfit (may consult with mother of the groom about formality)
- Along with the maid of honor and bridesmaids, may plan and host bridal shower
- On wedding day help bride to get ready
- May accompany daughter and husband to ceremony
- Walk in recessional with husband following wedding party
- Greet guests in receiving line
- May be announced along with husband
- Sits in an honored place at parent's table
- May assist with coordinating vendors
- May host a post-wedding brunch

**Notes:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## *All In The Details Wedding & Event Planning Wedding Party Checklist*

### **Father of the Bride's Checklist**

- Hosts an engagement party (the bride's family traditionally gets the first opportunity)
- Helps couple to decide on sites or assists in making other big planning decisions
- Usually contributes to the wedding budget
- May select hotel for out of town guests and reserve a block of reduced rate rooms
- Rents own formalwear (work with couple to coordinate with wedding party)
- Helps pick up out-of-town guests from airport. May also arrange transportation to and from the wedding
- Typically travels to ceremony with the bride
- Walks daughter down the aisle
- Gives the bride away during the ceremony
- Escorts the mother of the bride out following the wedding party
- Greets guests in the receiving line
- May be announced with wife at reception
- May make a welcoming speech
- Sits in an honored place at the parent's table
- Toasts the newlyweds after the best man makes his speech and the groom responds
- Dances with the bride
- May take care of vendor balances at the end of the reception

**Notes:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## *All In The Details Wedding & Event Planning Wedding Party Checklist*

### **Mother of the Groom's Checklist**

- Contacts the mother of the bride if the families are not acquainted (or plans a celebration if you have met)
- Attends (first) engagement party if the bride's family hosts one
- Along with husband, may host an additional engagement party for the groom's side of the family
- Usually contributes to wedding budget
- May help couple decide on sites and/or make other big planning decisions
- Helps group to put together family's guest list
- Offers suggestions for special family or ethnic ceremony traditions
- May help bride shop for her wedding gown
- Chooses own wedding day outfit (may consult with mother of the bride about formality)
- Along with husband, plans and hosts the rehearsal dinner
- Escorted out following the wedding party and the bride's parents
- Greets guests in the receiving line
- May be announced with husband at the reception
- Sits in an honored place at the parent's table
- Does mother-son dance with groom
- Attends post wedding brunch (if held)

**Notes:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## *All In The Details Wedding & Event Planning Wedding Party Checklist*

### **Father of the Groom's Checklist**

- Attends (first) engagement party, if the bride's family hosts one
- Along with wife, may host an additional engagement party for groom's side of the family
- Along with wife, may contribute to the wedding budget
- May help couple decide on sites and/or make other big planning decisions
- Rents own formalwear (after talking with couple to coordinate with wedding party); attends fittings as needed
- Along with wife, plans rehearsal dinner
- May travel to ceremony with the groom and the best man
- May escort wife to her seat right before the mother of the bride is seated
- Escorts mother of the groom out after wedding party and bride's parents
- Greets guests in the receiving line
- May be announced with wife
- May make a welcoming speech
- Sits at an honored place at the parent's table
- May toast the newlyweds
- May settle final bills with wedding vendors
- Attends or hosts post-wedding brunch

**Notes:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## *All In The Details Wedding & Event Planning Wedding Party Checklist*

### **Flower Girl's Checklist**

- Dress and accessories should be paid for by her family
- Attends the rehearsal although she usually does not attend the rehearsal dinner
- In the processional, walks alone directly before the bride and her father
- Often scatters petals from a basket she holds, although this is sometimes too overwhelming a responsibility for a young girl to manage in front of a large group of people. It is usually easier for her to carry either a small basket of flowers or a tiny nosegay of flowers similar to those carried to those carried by the bridesmaids
- In the recessional, walks with the ring bearer, directly behind the couple
- The bride may hire a babysitter or ask one of the bridesmaids to look after the flower girl, to be in charge of checking her appearance and making sure she is present for formal pictures, helping her manage her food at the reception, and escorting her to the ladies room

**Notes:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



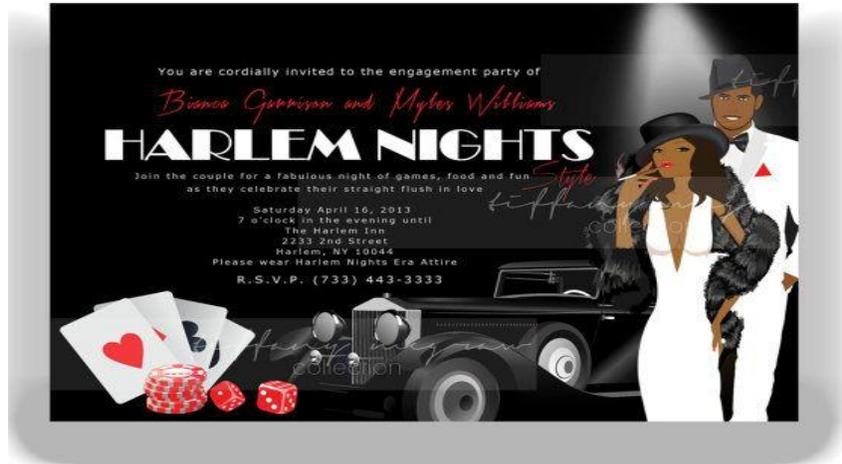
## *All In The Details Wedding & Event Planning Wedding Party Checklist*

### **Ring Bearer's Checklist**

- His attire should be paid for by his family
- Attends the rehearsal although he usually does not attend the rehearsal dinner
- He immediately precedes the flower girl in the processional
- Carries either the actual rings or a facsimile of the rings (often a practical idea), on a white velvet or satin cushion. If the rings are genuine, they should be fastened to the cushion with a very thin thread or placed over a firmly fixed hatpin. The best man takes the rings from the cushion at the right moment
- Walks with the flower girl in the recessional, directly behind the bride and groom
- The bride may hire a babysitter or ask one of the ushers to look after the ring bearer, to be in charge of checking his appearance, making sure he is present for formal pictures, helping him manage his food at the reception, and escorting him to the men's room

**Notes:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*All In The Details Wedding & Event Planning*  
*Harlem Nights Engagement Party*



*All In The Details Wedding & Event Planning  
Mardi Gras Engagement Party*



*All In The Details Wedding & Event Planning  
Kentucky Derby Engagement Party*



*All In The Details Wedding & Event Planning  
Black, White & Red Engagement Party*



*All In The Details Wedding & Event Planning  
Spa Day Bridal Shower*





*All In The Details Wedding & Event Planning  
Pole Dancing Bridal Shower*



*All In The Details Wedding & Event Planning  
Wine & Paint Bridal Shower*



Inspired Style Events

East La Vie - Events and Photography



## *All In The Details Wedding & Event Planning Day Of Contract*

All In The Details Wedding & Event Planning understands and appreciates the trust and confidence bestowed upon it by the client in booking \_\_\_\_\_ as the event date(s). All In The Details Wedding & Event Planning accepts this responsibility and commits to holding the event date(s) reserved, neither considering nor accepting any other obligation that will interfere with our meeting our full commitment to you. This commitment is conditioned upon satisfactory receipt of fees set forth below.

This Agreement is entered into on this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_, by and between All In The Details Wedding & Event Planning a Business, and \_\_\_\_\_, an individual.

“Day Of” fees: \$600.00

50% due and payable to reserve wedding/event date. Deposit paid: \_\_\_\_\_

Balance due one week prior to the set wedding/event date: \$ \_\_\_\_\_, \_\_\_\_\_.

Inconsideration of the mutual promises set forth hereunder, the sufficiency of which is hereby acknowledged, All In The Details Wedding & Event Planning and \_\_\_\_\_ agree to the following:

All In The Details Wedding & Event Planning promises to provide “Day Of” services, to include the following:

- Initial meeting with the couple to gather information
- Confirmation with all vendors
- Conduct Rehearsal up to 2 hours
- Orchestrate set up of ceremony and reception locations
- Help Bride into Gown
- Assist Bride, Groom, and Wedding Party
- Act as liaison between the wedding party and the vendors (incl. Photographer)
- Provide Itineraries
- Provide “Day Of” checklists and reminders
- Ensure that the day flows smoothly
- Bustle wedding gown at reception
- Distribute tossing items and line up guests
- Handle any last minute emergencies
- Distribute final payments

Contracts with all vendors will be between the Client and the Vendor. All In The Details Wedding & Event Planning will not enter any vendor contracts on behalf of the client.

The undersigned agrees to let All In The Details Wedding & Event Planning know of any changes to the wedding/event and/or vendors that they will be using.

The undersigned also agrees to immediately notify All In The Details Wedding & Event Planning in case of a cancellation of the wedding/event or change to the wedding/event date. If there is a cancellation, a percentage of the deposit will be forfeited, as set out below:

- 0% of the deposit if the event is cancelled within 3 days of the signing of this contract.
- 30% of the deposit if the event is cancelled between 4-15 days of the signing of this contract.
- 60% of the deposit if the event is cancelled between 16-30 days of the signing of this contract.
- 100% of the deposit if the event is cancelled after 30 days of the signing of this contract.

The undersigned agrees that there will not be another wedding planner/event coordinator working with the undersigned except for All In The Details Wedding & Event Planning.

The undersigned agrees to pay a 50% deposit upon signing this agreement and pay the remaining balance one week prior to the set wedding/event of \_\_\_\_\_.

I understand that I am using All In The Details Wedding & Event Planning to help with my wedding/event planning. I also understand a 50% deposit is required and final payment is due one week prior to the set wedding/event date. Any changes made to this contract will be agreed upon by both parties in writing. I acknowledge All In The Details Wedding & Event Planning and its representatives are not liable for the products or services and warranties of participating vendors. I understand that it is my responsibility to purchase my own wedding insurance, if I so desire.

In the event of any dispute or legal action between the parties concerning the enforcement or interpretation of this General Contract, each party shall be responsible for their own attorney's fees.

This Agreement is entered into on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, in the City of \_\_\_\_\_, the County of \_\_\_\_\_, State of \_\_\_\_\_.

Thank you for selecting All In The Details Wedding & Event Planning. We are honored to assist you with planning your special day!

\_\_\_\_\_  
All In The Details Wedding & Event Planning

Schelequia Davis

Owner, Certified Wedding & Event Planner

\_\_\_\_\_  
Client



## *All In The Details Wedding & Event Planning Elizabethtown Planners*

### **Competition Information**

**Company Name:** AshBy Wedding & Events

**Website:** [www.ashbyweddingevents.com](http://www.ashbyweddingevents.com)

**Owner:** Jeannie Smith

**Address:** 2528 Chatsworth Dr,  
Elizabethtown, KY 42701

**Contact:** (270) 300-7879

**Years in Business:** 15 years

**Memberships:** Association of Bridal Consultants and Chamber of Commerce

#### **Services:**

■ Total wedding package (**price: \$1,900**) includes:

- ✚ Advisor
- ✚ Coordinator
- ✚ Supervisor
- ✚ Financial Planner
- ✚ Mediator

■ Destination Weddings

■ Rehearsal and day of wedding (**price: \$750**) includes:

- ✚ Rehearsal direction
- ✚ Supervising entire day

■ Other events



*All In The Details Wedding & Event Planning  
Signature Weddings by Budget*

*Red Affair on a Budget*

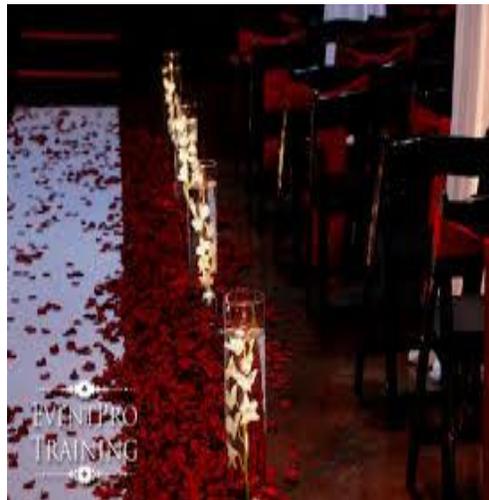






*All In The Details Wedding & Event Planning  
Signature Weddings by Budget*

*Red Affair on a Medium Budget*







*All In The Details Wedding & Event Planning  
Signature Weddings by Budget*

*Red Hot Extravagant Affair*







AS SEEN ON GRACE ORMONDE  WEDDING STYLE



***All In The Details Wedding & Event Planning  
Relationship Education***

Relationship education is important for a successful marriage. I would recommend couples seek pre-marital counseling from the Pastor or a licensed counselor:

**Brighter Futures Counseling**

*www.brighterfuturescounseling.org*  
1002 North Mulberry Street  
Elizabethtown, KY 42701  
(270) 982-9292

**Kelly Turner Counseling**

*www.kellyturnercounseling.com*  
240 West Dixie Avenue,  
Suite 4  
Elizabethtown, KY 42701  
(270) 491-0204



## ***All In The Details Wedding & Event Planning Preferred Vendors***

All In the Details Wedding & Event Planning has developed working relationships with several vendors in the surrounding area. Each vendor offers a discount to referred clients. All In The Details preferred vendors:

### **Venues**

#### ***Elizabethtown Country Club***

*www.elizabethtowncountryclub.com*

2606 Hodgenville Road  
Elizabethtown KY, 42701  
(270)769 – 5200

#### **Historic State Theater**

*www.historicstatetheater.org*

209 West Dixie Avenue  
Elizabethtown, KY 42701  
(270) 234-8258

### **Photographer**

#### **Capture Creative Images**

*www.cccreateimages.com*

P.O. Box 125  
Rineyville, KY 40162  
(270) 304-5533

#### **Maggie Coursey Photography**

*www.maggiecourseyphotography.com*

313 High St  
Elizabethtown, KY 42701

### **Bakery**

#### **Cakes & Catering for All Occasions**

Marion.whitehouse@comcast.net

250 Glendale Road  
Elizabethtown, KY 42701



*All In The Details Wedding & Event Planning  
Preferred Vendors*

**Bridal & Tuxedo**

**Bridal Warehouse**

*www.usabridal.com*  
723 Hawkins Drive  
Elizabethtown, KY 42701  
(270) 769-5785

**Tuxedo Avenue**

*www.tuxedoavenue.com*  
723 Hawkins Drive  
Elizabethtown, KY 42701  
(270) 737-3272

**David's Bridal**

*www.davidsbridal.com*  
3008 Bardstown Rd.  
Louisville, KY 40205  
(502) 459-7061

**Décor & Rental**

**Entertaining Elegance**

*www.entertainingelegance.com*  
328 N. Mulberry Street  
Elizabethtown, KY 4271  
(270)766-1451



## ***All In The Details Wedding & Event Planning Frequently Asked Questions (FAQs)***

### **How many years have you been in business?**

*I have over 10 years experience planning and organizing many events for family and friends, Church and Military organizations. I recently had the opportunity to plan a wedding for a friend. I'm just starting out as a professional wedding and event planner.*

### **Are you certified and licensed?**

*Yes, I am certified by the Wedding Planning Institute and Licensed in the State of Kentucky.*

### **Is wedding planning your part-time or full-time job?**

*Wedding and event planning is currently my part time job. Although it is part time, I am committed to providing superb service to my clients. The company will eventually grow and become my full time job.*

### **Do you work alone, with a partner, or with a team?**

*I have a certified partner with over 15 years of experience.*

### **Do you create unique signature wedding themes?**

*Yes, I create themes within budget and that showcase the couple's personality.*

### **Once we book with you, how quickly can we expect to receive the contract?**

*Contract will be ready for review and signature within 48 hours from hiring me.*

### **Do you have a preferred vendor list? Discount connections?**

*Yes, client will receive a list of preferred vendors and I will gladly extent discounts to clients.*

### **What is your payment policy? Do you accept credit cards?**

*Yes, I accept credit and debit cards. Other forms of payment include: money order and certified check.*