



# PROPOSAL KIT SAMPLE

## Wedding Planner Services Sample Proposal

Scroll down to read the first part of this sample. When purchased, the complete sample is 22 pages long and is written using these Proposal Pack chapters:

Cover Letter, Title Page, What You Can Expect, Client Summary, Features, Transportation, Destinations, Venue, Dates and Times, Security, Special Needs, Catering, Entertainment, Price List, Services Provided, Gifts, Testimonials, Staff, Insurance, Policies, Back Page

This sample was created using **Proposal Pack Wedding #5**. In the retail Proposal Pack you get the entire collection of samples (including this one) plus thousands of editable templates for creating an unlimited variety of custom proposals and other business documents.

[Click here to purchase Proposal Pack Wedding #5](#)

The sample below **does not** include all of the sample's content. The complete version is included in every retail Proposal Pack product and must be purchased to see the rest of the content and to get the editable Word format version.

Read this article for more help - [How to Write a Wedding Planner Business Proposal](#)

Elizabeth Michels  
1813 Briarwood Boulevard  
Lewiston, ID 83501

Ms. Michels,

Congratulations on your engagement! Thank you for contacting us about the possibility of coordinating your upcoming wedding. We would be thrilled to be a part of your special day.

We have twelve years experience coordinating weddings and providing memorable, stress-free events. Should you decide to contract with us, we will make sure that you are able to take part in all the fun decisions regarding your wedding without having to worry about the often stressful particulars. From the moment you become our client, we look out for your best interests, from contracting out for better prices to making sure every last detail comes together when it is supposed to.

You mentioned that your wedding will take place next June and that you might be interested in an outdoor wedding. We are available to help during that time period, but June is a typically very busy month and the weekends book quickly. We encourage you to place a deposit soon so that we may set aside a date for you, reserve your location, and begin planning!

We want to make sure your day is everything you imagined and more. We are experts at creatively combining all the aspects of a wedding to make sure it reflects your unique wishes and your personality. Our goal is to create a wedding that could only be uniquely yours. We have references on file that we would be glad to provide for you. We would welcome you to come to our storefront office to view portfolios and to talk more about your wedding. Attached is a list of common services we coordinate, but we can plan and coordinate any custom wedding that you can dream of. Please give us a call if you have any questions.

Sincerely,

Katrina Dwyer  
Katrina's Weddings  
555-555-1212  
[kat@KatrinasWeddings.com](mailto:kat@KatrinasWeddings.com)  
[www.KatrinasWeddings.com](http://www.KatrinasWeddings.com)



 PROPOSAL

WEDDING PLANNING SERVICES

Prepared for: Elizabeth Michels

Prepared by: Katrina Dwyer



# WHAT YOU CAN EXPECT

Katrina's Weddings is a full-service all-inclusive wedding planning organization. We strive to make wedding planning fun and stress-free, and to make your wedding day the happy celebration that you envisioned.

Here's what you can expect from us:

- **Your wedding planner will be available from start to finish.**

You will be assigned one wedding planner to help you create the wedding of your dreams. This person will provide all the choices and suggestions you could possibly need, and will then execute your instructions down to the last detail. We are here for you.

- **We handle all the contacts and contracts.**

We will handle reserving your wedding venue and booking and paying the caterer, photographer, minister, musicians, restaurants, florists, and any other contractors. You will be apprised of the total bill for each of your selections along the way.

- **We handle all scheduling and setup.**

We will schedule all the required parties for each meeting, and we will make sure that each venue is set up and decorated according to your wishes. Everything will be in order when you arrive.

- **We handle all cleanup.**

We will do everything required to restore the wedding venue to its original condition. We will return any rentals such as furniture, dinnerware, and even clothing rentals.

- **No surprises.**

We promise to keep you apprised of any changes and adjustments that must be made along the way. Our goal is to give you what you want and expect, with no surprise substitutions for your selections or additions to your final bill.





# CLIENT SUMMARY

## The Objective...

You want to have a wedding that you will remember for the rest of your life.

- **Need #1:** A beautifully decorated location for the wedding and reception.
- **Need #2:** Professional photos and video of the wedding and reception.
- **Need #3:** Music and food for the wedding reception.

## The Opportunity...

Katrina's Weddings has planned and coordinated dream weddings for more than 100 clients.

- **Goal #1:** Katrina works with you to plan your dream wedding and reception.
- **Goal #2:** Katrina takes care of all the arrangements from sending out the invitations to booking the location and ordering the cake and flower arrangements.
- **Goal #3:** On your wedding day, Katrina makes sure all elements are in place at the appointed times. All you have to do is say "I do!"

## The Solution...

You decide exactly what you want for your special day, and then let Katrina's Weddings handle the details for you.

- **Recommendation #1:** Choose the elements you want us to handle from the enclosed Features and Price List.
- **Recommendation #2:** Sit down with Katrina to create a customized plan for your big day.
- **Recommendation #3:** Katrina stays in touch every step of the way to make sure that all your dreams come true on your wedding day.



# SERVICES PROVIDED

Katrina's Weddings is a full service wedding planning company. We offer these services:

- **Reserving all venues for ceremonies, receptions, and rehearsal dinners**

We know all the local possibilities, and we always have creative suggestions to offer. See the Venues page for more information.

- **Arranging for catering and entertainment**

As well as helping you select and arrange for the wedding cake and wedding music, we can arrange for meals, appetizers, and drinks of all kinds. We can also arrange for emcees, musicians, and other entertainment. See the Catering and Entertainment pages for some suggestions.

- **Contracting with local dressmakers and retailers to outfit the wedding party**

If you need dresses made to order, we know how to get it done. If you prefer to select from the racks, we know where to take you, and how to get the best prices for you.

- **Selecting and printing engagement announcements, invitations, programs, napkins, itineraries and instructions, place cards, and thank you notes**

We'll provide a catalog with hundreds of designs from which to choose, and we'll make sure everything gets printed and delivered on time and within your budget.

- **Contracting with photographers and videographers to memorialize your special day**

We know all the local experts who can be trusted to deliver.

- **Transportation Services**

Want a limo or a horse-drawn carriage to drive you from the ceremony to the reception? We can arrange it. We can also handle shuttling your guests from place to place. Just ask! See the Transportation page for more details.

- **Security Services**

When you need to keep the paparazzi away, we will contract with security personnel to make sure that only your guests enjoy your celebration. See the Security page.

- **Honeymoon Packages**

We can even help you arrange for the perfect getaway after your wedding! See the Destinations page for some romantic suggestions.





# FEATURES

Katrina's Weddings provides full service wedding planning and coordination. We can create or coordinate a flawless wedding so that you can enjoy the process without stress. Following is a list of the features we can plan for, coordinate and/or provide. You may choose any combination of features or a full package.

- **Location** – Whether you choose to get married in a church, at a hall, or outdoors, we can coordinate everything to work smoothly. From writing contracts and service agreements to making sure the location is prepared beforehand and cleaned after, we take care of all the details.
- **Ceremony** – We have experience coordinating many different types of ceremonies, from traditional to modern to eclectic. We feel that your ceremony should be a reflection of you, and we go to great lengths to make sure this event is more than what you expected. We help create unique ceremonies and coordinate between the minister, musicians, and your wedding party.
- **Flowers** – There are three florists we typically contract with to provide you a better price and beautiful fresh flowers. We have never been disappointed in their work, and we have portfolios of many of their arrangements. We can work with you to order standard packages or custom arrangements of your choice.
- **Music** – We offer to help find musicians, whether you want a soloist, a string quartet, or a rock band. We help from beginning to end, from choosing music to writing contracts to coordinating rehearsals. If you are unsure what choice to make, we have sample performance tracks from many of the musicians.
- **Catering** – Contracting with a caterer, planning a menu, and getting final tallies can be a very time consuming and stressful job for you. Let us take care of it. We can help plan a menu that meets your budget.
- **Cake** – We have an extensive portfolio of wedding cakes that you can choose from, or we can help you create a custom design. From the flavor of the cake to the decoration on top, we can help you choose a cake that reflects your personality.
- **Photography** – We have four local photographers who we typically contract with. We have portfolios of their work, and we can help you choose which photographer would best meet your particular needs. We work with the photographers to create a list of the people you want in the pictures to the particular events you want preserved.
- **Videography** – There are two local videographers we contract with. Each does a fabulous job of taping the wedding and the reception. Both offer packages for custom editing and creation of DVDs. We have samples of their work for you to preview.





## DATES AND TIMES

Following is a basic schedule that must be followed for each wedding. Specific dates and times will be set at our initial planning meeting. To ensure availability of key personnel and preferred locations, it's ideal to begin the planning process six months before the wedding.

Note that these are only the major milestones in the planning process. The complexity of your wedding may require many phone calls and minor appointments that do not appear on this list.

- **Initial Planning Meeting – Minimum of eight weeks before wedding**

At this meeting we will determine the date and appropriate venue for your wedding, as well as making many other decisions. We will draw up a contract delineating your choices so that your day will be exactly what you want. A retainer of approximately 50% of the total cost will be required at this time.

Location: Katrina's Office

- **Selection of dresses and suits for all wedding party members – Minimum of six weeks before wedding**

In order for dresses to be constructed or fitted and reservations made for men's tuxedos and other items, all items of clothing for the wedding party must be selected at this time. Basic color choices may also determine other items, such as linens, flowers, table decorations, and so forth.

Location: Katrina's Office or a local wedding salon

- **Meeting with caterer and florist – Minimum of four weeks before wedding**

At this meeting we will select food, cakes, and flowers for the wedding. The caterer and florist may provide samples and photos for your consideration.

Location: Katrina's Office

- **Final fittings for wedding party – Minimum of three weeks before wedding**

Every member of the wedding party must try on the items they will wear during the wedding so that tailors may make any adjustments needed.

Location: Katrina's Office or local bridal salon





The rest of this sample is included in the retail Proposal Packs and Proposal Kit Professional bundle. Purchase any Proposal Pack in the design theme of your choice and you will have everything you need.

### **How do I customize or create my own version of this sample?**

Using the included Proposal Pack Wizard is the best way to make customized versions of the samples. Using the Wizard and any Proposal Pack you can recreate any of the samples in the visual design theme you purchased as well as branding it with your own logo and design.

- 1) After purchasing, downloading, and installing your Proposal Pack and Wizard software add a new project in the Wizard.
- 2) Click the Pick Documents button then click the View Samples tab.
- 3) Select the title of this (or any other) sample and click the Import Content from Selected Sample button.
- 4) Customize the chapter list as needed to suit your situation. You can add additional chapters from the library of 2000+ topics, reorder chapters, remove chapters.
- 5) When you save your project, the Wizard will build you a custom version of this sample in the visual design theme Proposal Pack you purchased applying all your customizations (logos, font types, color schemes, contact information, etc.).
- 6) Open and edit the Word document to complete your work.

This sample is included in the [Proposal Kit Professional](#) and [Proposal Pack](#) products.

This sample has been truncated to only show the first few pages. The complete version of this sample including an editable Word version is included with all Proposal Kit Professional and Proposal Pack products found at:

[ProposalKit.com/htm/proposal-software-products.htm](http://ProposalKit.com/htm/proposal-software-products.htm)

