



WEDDING AND EVENT FLORAL

An Evergreen and Lily Floral Studio Brand

SERVICES & PRICING GUIDE

2025 ~ 2026

HELLO *and* WELCOME

Welcome to Lily & Co! We are thrilled that you've discovered us. At Lily & Co we specialize in creating elegant and distinctive floral arrangements for weddings and events. With a deep passion for weddings and an eye for detail, we aim to bring your vision to life through our unique floral designs.

Our goal is to provide you with a seamless, memorable experience as you plan your event. In this guide, you'll find information about our design style, the weddings and events we've had the honor of being a part of, our process, and what makes choosing Lily & Co the perfect decision for your celebration.

We look forward to helping you create an unforgettable floral experience for your wedding or big event!

Jenn Drake
-Owner

OUR MISSION

Our Mission at Lily & Co~

We are committed to serving our clients with elegance and grace. We strive to build lasting relationships based on trust and collaboration, working closely with each couple to bring their wedding vision to life through beautiful, custom floral designs. We offer unique and tailored services that ensure your big day is as flawless as it is unforgettable, including:

Design Mock-Ups: A personalized design mock-up to ensure your vision is perfectly captured.

Venue Walk-Through: A comprehensive venue visit to plan and design your floral arrangements.

Unlimited Check-Ins: Regular updates and consultations to keep you on track throughout the planning process.

High-Quality Rental Options: A wide selection of premium rental items to elevate your floral arrangements and venue decor.

We are dedicated to working tirelessly and creatively to deliver floral designs that exceed your expectations and make your wedding day truly special. We love all couples, because love is love and we would love to work with you!



PROCESS

01

Virtual or In-Person Consultation

We would love to visit with you virtually, by phone or in person to learn more about you, your partner and your special day! In this call we are able to understand your vision and know what you are wanting for each floral aspect of your wedding.

02

Floral Estimate Proposal

After receiving all of your information, we will make a floral estimate proposal for your wedding florals. This will give you a basis for decision making on moving forward with ELily & Co. as your florist.

03

Contract, Retainer and Invoicing

Next you will receive your contract and pay your retainer fee of 20% reserving your date. We will work closely to create your custom formal wedding floral proposal with you over the next couple of months, which will be all about you!

04

Venue visit

We love to attend any last meetings at your venue with you, as well. This is when we can make sure we have everything prepared for a flawless day-of process

05

Day-Of

THIS IS YOUR DAY! We will support you however you need with packing your floral for in studio pick-up, for delivery, install and tear down of florals and other rentals if needed.

BESPOKE SERVICES

Wedding Consultation & Estimate

We Can't Wait to Bring Your Floral Dream to Life! At Lily & Co., we are excited to meet with you and learn about your unique vision for your wedding day. Our process begins with a personalized questionnaire to better understand you and your partner's style, preferences, and overall wedding vision. This helps us ensure that we're the perfect match for your floral needs.

Once we've gotten to know your dreams and ideas, we'll create a custom proposal that brings your floral vision to life—tailored specifically to your preferences and wedding day theme.

We're here to guide you every step of the way, ensuring your floral arrangements exceed your expectations and make your wedding day truly unforgettable.

Delivery & Installation

At Evergreen and Lily Floral, we understand the importance of keeping your floral arrangements fresh and perfect until they reach your venue. We recommend letting us handle all aspects of the floral delivery and setup, ensuring everything arrives safely and on time.

We proudly offer delivery across Iowa and surrounding states, with delivery fees based on mileage.

To ensure the highest quality and freshness of your floral designs, we require that our team manage the installation of any major floral pieces—such as arch florals, ground florals, ceiling florals, and more. These designs are often crafted on-site to guarantee they're at their best when you and your guests arrive.

Striking & Wrapping

- Transition and install of floral pieces being re-purposed from the ceremony to the reception
- Tear down and pick-up of all E&L rentals
- Flower wrapping for guests to take at the conclusion of the reception
- Removal and discarding of all hanging, table and other floral/greens used as decor and not wanted by the client

Rentals

At Lily & Co, we offer a wide range of floral-related rental items to complement your wedding day. From vases and stands to unique vessels, we have everything to make your floral arrangements truly stand out.

The Bespoke Lily Designs

Catered, individual & custom designs with your full vision in mind.

Personal Flowers

Bridal Bouquet: \$200+
Bridesmaid Bouquet: \$75+
Boutonnière: \$20
Wrist Corsage: \$40



Ceremony

Altar Flowers: \$300+
Arch Flowers: \$450+
Aisle Flower Designs: \$150+
Pew/Chair Floral: \$25+



Reception

Table Centerpieces: \$55+
Signage Flowers: \$40+
Cocktail/Bud Vase Flowers: \$18+
Deluxe Hanging Installation or Statement Designs: \$500+



INVESTMENT

The Curated Evergreen Designs

Budget-friendly curated design palletts to make planning simple.

How it works

Our Evergreen designs offer the best possible pricing for people who are looking for budget -friendly florals and makes ordering beautiful fresh flowers for your event easy! Our curated collections are created to maximize your budget and we have made it very simple to place your order. Start by browsing our collections, choose which one matches your event style, then choose the designs you will need for your event and then lastly, fill out the order form. It's that easy! You will then receive a confirmation email and invoice for payment options. Additions and changes may be made up to 1 month before your event date.

Each collection is designed with fresh florals, accent greens and filler floral. Pricing is the same across all of the collections, except for our Gypsy collection. These collections are non-customizable, as they are created with your budget in mind and we will choose the best possible flowers based on seasonal availability.

Pickup and delivery are available for The Evergreen Designs. Delivery is \$2.00/mile round trip. Installation is not an option with The Evergreen Designs, they are designed for self-installation with supplies and instructions provided. There is a minimum order of \$450 for the curated collections.

Reach out anytime to Jenn if you have any questions about the curated collections: (515)705-9057, evergreenlilystudio@gmail.com

See pricing and collections on the following pages:

Page 8- pricing

Page 9- the collections

Compote Dish

The Curated Evergreen Designs

Budget-friendly curated design palletts to make planning simple.

Pricing

Bridal Bouquet \$200.00 - A beautiful bouquet that is about 10-12 inches wide & wrapped in ribbon. Bouquets come in a glass vase with water.

Gypsy Bridal Bouquet - \$115.00

Bridesmaid Bouquet \$70.00 - A smaller version of the bridal bouquet, about 8-10 inches wide & wrapped in ribbon. Bouquets come in a glass vase with water. Can be repurposed as a centerpiece.

Gypsy Bridesmaid Bouquet - \$35.00

Corsage \$30.00 - Florals and greenery on a gold wrist cuff. Usually for mothers and grandmothers.

Gypsy Corsage - \$20.00

Boutonniere \$15.00 - Small bloom with greenery tied with a ribbon & a pin for attaching. Usually for groom, groomsmen, dads, grandfather, ushers, and ring bearers.

Gypsy Boutonniere - \$12.00

Arch Piece \$375.00 - Floral cage designed with zip ties ready to be attached to your arch. Arch pieces are about 3 feet. They can be repurposed on the head table or on a tall stand as a centerpiece. These can also be designed in a dish to sit on something, such as a barrel, or to sit on the ground as an aisle/arch statement piece.

Gypsy Arch Piece - \$250.00

Centerpiece in a design Dish 70.00 - A floral arrangement in a plastic design dish. Available in gold, silver, white, or black. A lower profile design.



Centerpiece in compote 85.00 - A floral arrangement in a plastic compote vase. Available in gold, silver, white, or black. A slightly elevated design.



Bud Vase \$18.00 - Small vase with a bloom and greenery. Great for centerpieces or as accents in other areas of the reception. We recommend three for a round table and five for a rectangle table.

Gypsy Bud Vase - \$15.00

Loose Blooms \$50.00 - Can be used to take flat lay detail shots, cake flowers or hair flowers. These are great for mixing in with greenery.

Gypsy Loose Blooms - \$25.00

Box of Rose Petals \$30.00 - 5 petaled roses perfect for a flower girl, flower granny, or flower guy!

Italian Ruscus or Eucalyptus bunch \$45.00 - Great for greenery on tables. One bunch of greenery will work for one rectangle table or approximately three round tables. Let us know how many round tables you have and we'll prep it for you!

The Curated Evergreen Designs

The Collections



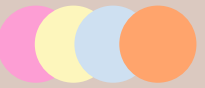
The Ruby Collection: Rich red blooms with a touch of an accent color to create texture and depth. They are bold, romantic, and classic.



The Twist Collection: Beautiful red and white blooms with a touch of an accent color to create a winter wonderland or a simple color palette without feeling too themed



The Fall in Love Collection: Crisp fall florals that feel like fall, golden leaves, and cozy everything. It's autumn in a bouquet that's warm and will have your guest falling in love with your wedding design



The Pastel Collection: Light and airy florals that reflect the beauty of spring and new beginnings. Celebrate your wedding day and the beautiful next chapter in your life



The Brilliant Collection: Dark and richly colored florals that shine like the beautiful bride. Shine on your wedding day and set a jeweled vibe for your day with the brilliant collection



The Blush and Bashful Collection: White floral with hints of pink, cream peach and blue. Your guests will be blushing at your beauty



The Blues Collection: White floral with shades of blue florals to create a beautiful and timeless design that will bring nothing but joy to your day, not getting the blues today



The Pretty in Pink Collection: White floral with shades of pink florals to create a soft and subtle design that looks as stunning as the bride on her special day



The Lush Collection: Peaches, orange, white and natural florals to create a muted design that makes a statement of luxury and elegance.



The Violet Collection: Rich shades of purple florals to create a vibrant and royal design that makes a bold statement of vibrant love



The Sunshine Collection: Sunny, vibrant shades of yellow flowers with touches of white to create a fun in the sun design that makes a bright statement

The Simple Collections:



The Simple Elegance: White florals and rich greens to create a simple elegant statement



The Simple Duo: White roses and baby's breath create the perfect pair, just like the couple



The Simple Gypsy: Baby's breath designs, that's it, nothing extra, simply stated

Services & Rentals

*Delivery: Free local delivery
Out of town delivery \$50+*

Installation: \$300+

Rentals: \$15-\$150+

Teardown/Pick-up: \$500+

Flower Wrapping Service: \$250+



INVESTMENT

FAQ

Do you have a wedding minimum?

Weddings of All Sizes Welcome!

At Lily & Co, we believe every wedding is special, no matter the size. We don't have a wedding minimum, and we're thrilled to work with couples planning intimate gatherings or grand celebrations alike! We offer a variety of options, including bespoke, curated collection or a-la-carte.

Are fresh flowers the only option?

Fresh, Faux, or a Beautiful Hybrid—We Have You Covered!

At Lily & Co, we work with both fresh and faux real-touch flowers to create stunning arrangements tailored to your vision. We also offer a hybrid option, combining fresh and faux flowers. This can be a great way to save money on more expensive or out-of-season blooms while still achieving the look you've always dreamed of!

Do I have to choose delivery or install?

Delivery and Installation Options

While delivery is optional, if your ceremony and reception pieces require intensive installation, delivery and installation will be required. This ensures everything is set up perfectly and on time for your special day!

Do I have to choose Striking of Floral/Rentals?

Striking Options

While striking is optional, if you're renting our real-touch floral designs or any other large installation pieces, striking will be required. This ensures everything is properly taken down and cleared after the event, so you don't have to worry about a thing.

GET IN TOUCH

We Can't Wait to Be Part of Your Special Day!

We're excited to hear more about your event and help bring your floral vision to life! Feel free to reach out to us below, or have your planner contact us via email or phone. You can also fill out our wedding inquiry form on our website to get started.

evergreenlilystudio@gmail.com

(515)705-9057



[GET STARTED](#)

DESIGN PORTFOLIO















Behind our **BRAND**



Meet Jenn, founder and owner of Lily & Co. Wedding and Event Floral.

In 2023, after losing her mom to breast cancer, she followed their dream and opened the floral studio they had planned together~ Evergreen and Lily Floral Studio.

IN HER FIRST YEAR OPENED SHE REALIZED THE NEED FOR A WEDDING AND EVENT FLORIST WHO DEEPLY CARES ABOUT THEIR CLIENTS, KNOWS AND UNDERSTANDS THEIR STORY AND WANTS TO MAKE THEIR FLORAL VISIONS A REALITY! LILY & CO WAS CREATED WITH A FOCUS ON WEDDING AND EVENT FLORAL DESIGN

