



SERVICES & PRICING GUIDE

Evergreen and Lily Floral Studio
Premier Wedding Designs
2024-2025

IN THIS GUIDE

Welcome

Our Style

The Process & Experience

Portfolio

Services

Investment

Client Testimonials

FAQ

Get in Touch



HELLO *and* WELCOME

I am so excited that you have found Evergreen & Lily Floral! We are passionate about everything weddings and we hope our guide will help to answer some of your questions. You will find information about our style, our weddings, the process, and the one-of-a-kind experience you will get when choosing Evergreen and Lily Floral as your wedding florist!

Jenn Drake
-Owner

OUR MISSION

Our Evergreen and Lily Floral mission is to serve our clients elegantly and gracefully. We develop client relationships built on trust and collaboration. We will work tirelessly and diligently with our clients to design custom florals to make their wedding vision come to life.

We offer unique services to our clients including, a floral mock-up of the bouquet, a walk-through visit to the venue for planning and design, monthly check-ins and high-quality rental options.

We specialize in using both fresh, artificial and hybrid designs to create your perfect wedding day vision. We offer extensive rental decor packages and wedding floral rental options.

We can't wait to meet with you and design your wedding florals with you.



PROCESS

01

Free 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 Evergreen and Lily as your florist.

03

Contract, Retainer and Invoicing

Next you will receive your contract and pay your retainer fee of \$250 reserving your date. We will work closely to create your custom formal wedding floral proposal with you over the next couple of weeks, which will be all about you!

04

Floral Mockup

About 2-3 months before your wedding we will do a floral mockup for you! 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 pick-up, delivery, install and tear down of florals and other rentals if needed.

*Why a retainer fee? We only take 1 wedding/weekend to focus solely on our client and their experience. Your retainer fee secures your date and insures we will not book another even on your special date.

DESIGN PORTFOLIO











SERVICES

Wedding Consultation & Estimate

Free

We are happy to meet with you and to learn about your floral vision and dream for your wedding day! This will include a questionnaire to get to know you and your partner better, to learn about your vision and to decide if Evergreen and Lily is a good match for you and your wedding floral vision following with a custom proposal for your florals.

Delivery & Installation

\$150+

We recommend letting us worry about the flowers and to keep them safe until they are at your venue. We deliver in Iowa and surrounding states, delivery is charged by mileage. \$150+

We require that we do all the installation of any major floral pieces, such as arch floral, ground floral, ceiling floral, etc. These designs are often built on location to ensure floral freshness. \$250+

Striking

\$500+

We do offer striking services:

- 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
- Removal of all hanging, table and other floral/greens used as decor and not wanted by the client

Rentals

By Groupings

We offer a variety of floral-related and decor rentals for use on your wedding day. We are continually adding things as requested by our couples, so if we don't have it, just ask!

Personal Flowers

The Bridal Bouquet

\$285+

The most important design for the special day. Our bridal bouquet designs start at \$250.

The Bridesmaid Bouquet

\$100+

A beautiful smaller bouquet to compliment the bride's bouquet or something completely different. Our bridesmaid bouquets start at \$125.

The Boutinniere

\$25

A simple coordinating boutinniere for the groom and other important attendants/attendees.

Our boutinnieres are standard:

Pin-on: \$25

Pocket and Magnet: \$30

The Corsage

\$40

A simple coordinating wrist or wearable corsage for attendants/attendees.

INVESTMENT

Ceremony & Reception

Aisle/Altar Pieces

\$200+

Floral designs for the aisle and/or altar, starting at \$200/each.

Arch Pieces

\$375+

Floral designs for the arch starting at \$375, including: Ground arches, independent side/top/corner designs, floral columns and full floral arches.

Bud Vases

\$25+

Simple bud vases with stems, starting at \$25/each.

Focal Centerpieces

\$100+

Centerpieces as a focal piece of the table, starting at \$150/each.

Accent Centerpieces

\$75+

Centerpieces accenting focal pieces or multiple centerpieces adorning the table, starting at \$85/each.

INVESTMENT

Real-Touch Floral Rental

Standing Arch Pieces

\$500

Rent our standard top, corner and/or side arch floral designs, made with real-touch greenery and floral. Draping included. Available in palettes of: Winter, Spring, Summer or Fall
Semi-customizable



Ground Foral Arch

\$700

Rent our ground floral arch made with real-touch greenery and floral. Available in palettes of: Winter, Spring, Summer or Fall
Semi-customizable



Real-Touch Floral Rental

Column Arch

\$1,000

Rent our column arch made with real-touch greenery and floral.

Available in palettes of:

Winter, Spring, Summer or Fall

Semi-customizable



Full Arch

\$1,300

Rent our full arch design made with real-touch greenery and floral.

Available in palettes of:

Winter, Spring, Summer or Fall

Semi-customizable



INVESTMENT

Rental Groupings

Love Story

\$1200

Composed of high-end decor items in the simplicity of one package This grouping includes- Guest table decor(up to 20 tables) Head table/sweetheart table decor. Featured Items:

Cheesecloths, clear cylinders, bud vases, LED or regular taper candles, LED or regular pillar candles, candle holders, wood pieces, artificial eucalyptus strands

I Do

\$1800

Composed of high-end decor items in the simplicity of one package. This package includes decor for: The ceremony & reception dec or(easels & floral stands for floor and/or table), guest table decor(up to 30 tables), head table/sweetheart table decor with chargers for head table (up to 10 chargers).

Featured Items:

Cheesecloths, clear cylinders, bud vases, LED or regular taper candles, LED or regular pillar candles, candle holders, wood pieces, artificial eucalyptus strands, chargers, floor and table stands

Ever After

\$2200

Composed of high-end decor items in the simplicity of one package. This package includes decor for: The ceremony & reception decor(easels & floral stands for floor and/or table), guest table decor(up to 30 tables), head table/sweetheart table decor with chargers for head table (up to 20 chargers), welcome table or dessert table decor. Featured Items:

Cheesecloths, clear cylinders, bud vases, LED or regular taper candles, LED or regular pillar candles, candle holders, wood pieces, artificial eucalyptus strands, chargers, floor and table stands, hanging ceiling greenery hoots(15 available), wooden arch

INVESTMENT

KIND WORDS

Evergreen and Lily did an amazing job for all my florals at my wedding!! Jenn was so easy to communicate with and made sure everything was just the way I wanted! She even accommodated some add ons 😊 would definitely recommend!!

MICALA C



KATIE S.

“Highly recommend Jenn for any of your flower needs! She made everything so easy! I was able to message her with any questions or concerns, she always answered quickly and with all the information I needed! Our flowers turned out amazing, exactly what I wanted. The day of our wedding she was able to come to our venue and place our flowers on the cake! She definitely goes above and beyond!”



“

*“Jenn was amazing!
She 1) brought my Vision to life
2) Can tell she cares about her
clients and
3) Works with you on what you
want/is flexible! I’m so glad we
went with her to make our wedding
day extra beautiful.*

MALAIKA K.

GET IN TOUCH

We can't wait to hear more about your event! Contact us below or have your planner reach out to us via e-mail, phone or fill out our wedding inquiry form on our website.

*evergreenlilystudio@gmail.com
(515)705-9057*



[GET STARTED](#)

FAQ

Do you have a wedding minimum?

We do not have a wedding minimum, we love weddings of all sizes!

Are fresh flowers the only option?

We work with both fresh and faux real-touch flowers! We also offer a hybrid option of fresh and faux combined. This can help save money on more expensive or out-of-season flowers!

Do I have to choose delivery or install?

The couple does not have to choose delivery. However, if there are ceremony and reception pieces that require installation or if the couple is choosing our real-touch rental floral designs, delivery and install are required.

Do I have to choose Striking of Floral/Rentals?

The couple does not have to choose striking. However, if the couple is renting our real-touch floral designs, striking is required.