



# Evergreen and Lily

FLORAL STUDIO & GIFTS

*The Wedding Book*



## THE EXPERIENCE

WHEN YOU CHOOSE E&L AS YOUR WEDDING FLORIST, YOU ARE CHOOSING A UNIQUE AND A ONE- OF- A- KIND SERVICE.

FOR THE COUPLE:

- ~UNIQUE WEDDING PACKAGES TO FIT YOUR PERSONAL FLORAL NEEDS
- ~NO WEDDING MINIMUM
- ~FREE CONSULTATION, ESTIMATE AND VISION BOARD
- ~CONTINUOUS COMMUNICATION
- ~A FORMAL AND PERSONALIZED WEDDING PROPOSAL BOOK
- ~A SAMPLE SMALL BOUQUET IS INCLUDED 2-3 WEEKS PRIOR TO YOUR SPECIAL DAY
- ~FLEXIBLE PAYMENT OPTIONS

WE OFFER A STRESS-FREE EXPERIENCE, INCLUDING OPTIONAL DELIVERY, INSTALL AND SET-UP OF ALL OF YOUR FLORALS. WE TRAVEL WITHIN THE STATE AND DESTINATION WEDDINGS. WE CAN'T WAIT TO WORK WITH YOU TO MAKE YOUR WEDDING VISION COME TO LIFE!

*Because...*

*"You are more beautiful than any wildflower"*

# The WEDDING flowers

*STEP 1- INQUIRY AND INTRODUCTIONS*

*STEP 2- MEET YOUR FLORIST AND REVIEW BUDGET,  
REVIEW FLOWER CHOICES AND AVAILABILITY AND  
RECEIVE A WEDDING ESTIMATE*

*STEP 3- IF YOU LOVE US, CONTRACT ISSUED AND  
NON-REFUNDABLE RETAINER DUE*

*STEP 4- FORMAL WEDDING PROPOSAL BOOK*

*STEP 5- INVOICING*





## DID YOU KNOW?

WEDDING VENDORS OFTEN NEED MORE INFORMATION BEFORE THEY CAN SIMPLY GIVE YOU A PRICE OF THEIR SERVICES. FOR EXAMPLE: THE DESIRED STYLE, FEEL AND LOOK OF YOUR EVENT AND SPECIFICS OF THE PRODUCTS YOU ARE WANTING FOR YOUR EVENT, WHETHER THIS IS FOR YOUR CATERING, YOUR CAKE, MUSIC, FLOWERS, ETC.

WHEN IT COMES TO THE AVERAGE COST OF WEDDING FLOWERS, FACTORS LIKE YOUR VENUE AND THE TIME OF YEAR WILL AFFECT THE PRICE, BUT IT HELPS TO HAVE A GENERAL IDEA OF WHAT YOU MIGHT SPEND BEFORE YOU START FINALIZING THE DETAILS.

THE INDUSTRY STANDARD HAS ALWAYS BEEN THAT FLORAL IS ROUGHLY 10-12% OF YOUR OVERALL WEDDING BUDGET. BUT IF YOU HAVE HIGH EXPECTATIONS AND FLOWERS ARE A PRIORITY FOR YOUR BIG DAY, THEN PERHAPS YOU REALLY NEED TO ALLOCATE 15-20%.

FLOWERS ARE ALMOST ALWAYS MORE PER STEM THAN A STEM OF GREENS; HOWEVER, THIS DOESN'T MEAN GREENS ARE CHEAP. FLORAL HEAVY ARRANGEMENTS ARE NATURALLY GOING TO COST MORE. ADDING GREENERY WILL HELP FILL IN SPACES AND CAN HELP SAVE.

USING SEASONAL WEDDING FLOWERS CAN ALSO HELP STRETCH YOUR FLORAL BUDGET. BY REUSING YOUR FLORAL PIECES CAN ALSO STRETCH YOUR FLORAL BUDGET. EX: USE YOUR CEREMONY PIECES AND MOVE THEM TO THE RECEPTION AREA FOR A SECOND USE OF DECORATING YOUR RECEPTION AREA.

THE NEW TREND IS HIGH-IMPACT FLORAL INSTALLATIONS, WHICH MEANS THAT HIRING A PROFESSIONAL FLORAL DESIGNER WILL BE AS IMPORTANT AS EVER. 65% OF COUPLES INCLUDE A FLORIST IN THEIR LINEUP OF WEDDING VENDORS. IN MANY CASES, YOUR FLORIST CAN HELP YOU SAVE MONEY (AND TIME) BY ELIMINATING THE GUESSWORK OF SOURCING FLOWERS ON YOUR OWN. THIS WILL ALSO SAVE YOU UNNECESSARY STRESS OF PLANNING, DESIGNING AND INSTALLING YOUR WEDDING FLORALS.



## ***The Simple Wedding Package***

*Perfect for the couple who wants to choose the parts of the wedding florals they need to make each part of their day perfect.~ A-la-carte*

### **The Bridal Party:**

#### Bridal Bouquet

I love the bride's bouquet, it is the most custom element of the wedding!

*Starting at \$200*

#### Bridesmaids

A modest version of the bride's bouquet or a complete departure, we want them to shine!

*Starting at \$85*

#### Boutonnieres

I prefer a simple bout - a perfect single flower with a greenery accent.

*\$30 Standard*

### **The Family and Special Friends:**

#### Mothers and Grandmothers

There are a variety of options for the special women of the wedding.

*Pin on corsage, elegant wrist corsage, nosegay*

*\$45 Standard*

#### Fathers & Grandfathers

We haven't forgotten about these important guys! A simple bout with a special touch to stand out from the bridal party

*\$30 Standard*



## **The Ceremony:**

### Arrangements

Both ground and elevated arrangements for an elegant background to your vows. (Ex. ground, aisle, pedestal and arch floral pieces)

*Starting at \$200*

### Full Floral Arches/Columns/Ground Display

From simple to grand, we can design your dream into stunning wedding arch designs, full ground displays or floral columns for your background

Simple Starting at \$400

Elegant Starting at \$700

Grand Starting at \$1000

## **The Reception:**

### Table Arrangements

We know table sizes vary and we have various options for table arrangements. These are customizable and we can help with candles, containers and other needs.

*Starting at \$100.*

### Other Reception Decor

Head table floral design, signage floral, ceiling floral designs and any other reception florals you can dream of!

*Starting at \$150*

## **Delivery/Set-up:**

### Delivery(Round Trip mileage)

Our delivery fees start at \$50 for local and up to 30 mi round trip delivery

Delivery 31-45 miles round trip- \$65

Delivery 46-65 miles round trip- \$80

Delivery 66-75 miles round trip- \$100

Delivery 75+ mile round trip- figured independently by location

### Set-up/Install

Our installation and set-up fees start at \$200.



## *All-Inclusive Wedding Packages*

### The Elegant Wedding Package

*Perfect for the couple who wants to leave the design and hard work to the florists and have everything delivered to them on the morning of the wedding day.*

Starting at \$3,000

#### *What's Included:*

*Free Delivery*

*Wedding flowers-* For the couple, wedding party and all of the other important people in your wedding.

*Ceremony Flowers-* arches, aisles, etc.

*Reception Flowers-* Includes centerpieces, reception floral and decor

*E&L Floral will deliver your wedding floral to your venue on the morning of your wedding day, packaged for freshness and ready for your family and friends to display for you.*



## The Grand Wedding Package

This is for the couple who wants a stress-free day and leaves the design, decor and work to us! Your delivery, installation and set-up are included. Starting at \$3,700

### *What's Included:*

*Free Bridal Bouquet!*

*Wedding Flowers-* Florals for the wedding party and all of the other important people in your wedding.

*Ceremony Flowers-* arches, aisles, etc.

*Reception Flowers-* Includes centerpieces & reception floral/decor delivery, set-up and install.

Also available is E&L Floral transitioning the ceremony arrangements to the reception, with set-up there, after the ceremony. You get double use out of your floral pieces, brilliant! \*additional charge of \$250





## **Additional Information:**

### Taxes ~ Fees

Sales tax in Winterset, Iowa is 7%.

Our non-refundable retainer fee of \$250 due at the time of contract signing to reserve your date and services prior to the wedding.

### Rentals

We offer a variety of decor and other items for your special day. See our Rental Book for details!

NOW RENTING- full floral structures: columns, ground arches, aisles and floral arches

The concept:

\*Artificial greenery and flowers

\*Base of lush artificial realistic greenery

\*Floral palettes of neutral, pastel, brights, dark or custom palettes\*(additional charge)

Floral structure rentals starting at \$400

*\*Rentals are the responsibility of the couple to pick-up and to return in the same condition as when removed from the studio(unless otherwise arranged with Evergreen and Lily for the delivery/set-up of items. Evergreen and Lily do not retrieve rented items. All items must be returned within 48 hours of the event start time.*

\*Floral columns, arches and floral pieces must be delivered, installed and uninstalled by E&L Floral

### Minimums

We love weddings of all sizes and offer the above wedding packages and custom wedding packages for convenience and to fit your budget and style. There are no wedding total minimums!

***\*Prices are a guide, subject to personalization, flower choice, services, product and florist availability, etc***

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