



625 S. Washington St.  
Alexandria, Virginia 22314  
703-299-9929 • 800-893-9929

## Floral Budget Planning Guide

The wedding of \_\_\_\_\_

Address \_\_\_\_\_

Primary Contact

home \_\_\_\_\_ work \_\_\_\_\_

cell \_\_\_\_\_ email \_\_\_\_\_

Secondary Contact

home \_\_\_\_\_ work \_\_\_\_\_

cell \_\_\_\_\_ email \_\_\_\_\_

Date of Wedding \_\_\_\_\_ time \_\_\_\_\_

Ceremony Location \_\_\_\_\_

contact \_\_\_\_\_ phone \_\_\_\_\_

Reception Location \_\_\_\_\_

contact \_\_\_\_\_ phone \_\_\_\_\_

A nonrefundable fee of \$50 is required at time of initial consultation.  
\$50 consultation fee will be applied to wedding orders of \$500 or more.  
Second consultation will require a 10% "Save the Date" deposit.

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## Create Lasting Memories with Flowers

The groom is handsome, the room elegant, and the bride has never looked more beautiful. But without flowers, this picture just is not complete. For one of the most memorable events in your life, create elegant looks for flowers and bouquets.

Use some of our favorite ideas and ingredients for wedding flowers to put together elegant floral bouquets and decorations to enhance your special day.

### An All-White Bridal Bouquet

- For a truly elegant and formal look, the bride's bouquet can be done in all white flowers. Without any other colors to distract, all attention is on the bride at this special moment. White flowers such as roses and lilies come in many shades of white, from ivory, cream, or pale beige to a white with just a tint of pink. Choose flowers in shades of white that will compliment the color scheme of the wedding, the reception, and the bridesmaids' dresses.

### A Rainbow of Colors

- Rich colors can really make a floral bouquet stand out and draw the eye. Choose colors that enhance the color scheme of the wedding and the bridesmaids' dresses. Select from the full spectrum of flower colors including soft pinks to deep, rich cranberry, delicate mauve to deep purple, butter yellow to bright rust, and blush pink to hot fuchsia. Flowers in colors that match the dresses will look subtle, while contrasting tones will call attention to the flowers.

### Buds Ready to Burst

- Choose flower buds that look like oval berries for a wonderful compliment to fully opened blooms. On long stems and in clusters, they accent a bridal bouquet with their delicacy.

### Hand-Tied Bouquets

- For an elegant, custom look, have your bridal bouquet and bridesmaids' bouquets hand-tied. Wrap the stems to the bottom with complimentary ribbon or let the stems hang loose. If the wedding day is going to be long and hot, consider making two bridal bouquets, so that you'll have a fresh one for photos.

### Make an Extra Bouquet for Tossing

- If you won't be able to part with your bouquet at the end of the day, plan ahead. Make up a small bouquet resembling the official bridal bouquet and use it on the guest book or gift table. At the end of the day, this will be the one that you toss.

### Ring of Flowers for the Hair

- A flower girl will look almost angelic with a delicate halo of flowers on her head. Bridesmaids, too, will love the special touch of a blossom or two tied into the hair.

### Guys Love Flowers, Too

- Use similar flowers for the groom and groomsmen boutonnieres as you use for bridesmaids' bouquets. The attendants will look like they belong together. If the bride carries an all-white bouquet, consider the same for the groom, such as a small boutonniere of stephanotis, gardenia, or white rose buds.

### Don't Forget Anyone!

- It's a wonderful and thoughtful touch to provide flowers for the people who are special in the lives of the bride and groom and those who have helped with all the planning for this special day. This includes parents, grandparents, uncles and aunts, cousins, brothers and sisters, and friends who gave showers... Ladies can be given a single long-stemmed rose with streamers, wrist corsage, or small arrangement to carry with a purse. Men can easily pin on a small boutonniere. Just a simple token is sufficient and will be much appreciated.



## Floral Budget Checklist

For our initial consultation, please put together a list of wedding flowers you'll need. It will help focus our discussions, and help you stay within budget! Please keep in mind that this is only a general checklist. You certainly don't need all of the flowers listed here. You may also wish to add corsages or boutonnieres for other people that are special to you.

### Wedding Party

- Bride's Bouquet
- Tossing Bouquet
- Flowers for bride's hair
- Bridesmaids' bouquets \_\_\_ number of bridesmaids
- Different bouquet for maid of honor?
- Flower girl headpiece
- Flower girl basket decorations
- Flower girl petals to toss
- Groom's boutonniere
- Groomsmen boutonnieres \_\_\_ number of groomsmen
- Different boutonniere for best man?
- Father of the groom boutonniere
- Father of the bride boutonniere
- Stepfather boutonniere
- Grandfathers' boutonnieres
- Ushers' boutonnieres \_\_\_ number of ushers
- Mother of the bride corsage
- Mother of the groom corsage
- Stepmother corsage
- Grandmothers' corsages
- Other

### Ceremony

- Altar, chuppah or other ceremony arrangements
- Pew or chair decorations
- Candles
- Other

### Reception

- Entryway arrangements
- Centerpieces for guest tables \_\_\_ number of tables
- Reception buffet table decorations
- Bar decorations
- Flowers to decorate passed trays, etc.
- Cake decorations
- Other



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## How to Make Dollars and Sense of Wedding Finances

No matter what you're planning to spend, the key to making the most of your wedding-planning budget is to stay organized. That means anticipating what you'll need (as well as identifying those things you must have), and estimating how much money to put aside for it all.

To help you figure out the figures, we've created a list of every major wedding-day cost, including the percentage of your budget you should plan to spend on each item. Of course, the worksheet can be tailored to your needs and desires (e.g. add a few percentage points to the food budget because you must have a raw bar, then subtract from music because you can get a great deal from some friends).

Your total wedding budget: \_\_\_\_\_

### Reception: 50 percent

The food and drink will eat up half of your cash.

*Includes: Site fee, if applicable.*

Catering costs (including tax and tip)

Bar and beverages

Wedding cake

Valet parking, if necessary

Transportation from the ceremony site to reception

Enter reception budget: \_\_\_\_\_

(Multiply your TOTAL budget by 0.5)

### Flowers: 15 percent

Ceremony site flowers

Bridal bouquet

Wedding-party flowers

Reception flowers

Enter flower budget: \_\_\_\_\_

(Multiply your TOTAL budget by 0.15)

### Music: 10 percent

Ceremony

Cocktail hour

Reception

Enter music budget: \_\_\_\_\_

(Multiply your TOTAL budget by 0.1)

**Wedding attire: 10 percent**

Dress

Headpiece/Veil

Lingerie

Jewelry

Shoes/Wrap/Gloves

Hair and makeup

Groom's ensemble

Enter attire budget: \_\_\_\_\_

(Multiply your TOTAL budget by 0.1)

**Photography: 10 percent**

Photography

Videography

Engagement portrait

Wedding-album package

Enter photography budget: \_\_\_\_\_

(Multiply your TOTAL budget by 0.1)

**Stationery: 5 percent**

Invitations and enclosures

Announcements

Thank-you notes

Postage

Programs

Enter stationery budget: \_\_\_\_\_

(Multiply your TOTAL budget by 0.05)



## Floral Budget Guide

Bride's Bouquet	\$175 - \$350
Maid (Matron) of Honor	\$95 - \$275
Bridesmaids' Bouquets	\$85 - \$225
Flower Girl	\$55 - \$115
Flower Girl Headpiece	\$45 - \$125
Mothers' Flowers	\$35 - \$90
Grandmothers' Flowers	\$35 - \$90
Hostess / House Party	\$35 - \$60
Grooms' Boutonniere	\$25 - \$40
Best Man / Groomsmen	\$20 - \$25
Ushers / Ring-bearer	\$15 - \$20
Fathers / Grandfathers	\$20 - \$25
Ceremony / Altar Flowers	\$175 - \$375
Aisle Flowers	\$55 - \$225
Reception Buffet Table	\$195 - \$1,000
Bride's Cake Flowers	\$50 - \$450
Groom's Cake Flowers	\$50 - \$250
Head Table	\$100 - \$500
Guest Tables	\$85 - \$575

Pre-event site visit, if needed, will be billed at \$75 per hour (plus travel time).

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