

PRICING GUIDE

2024
PLANNING
PACKAGES



EVENTS ESSEN
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ABOUT US



We take pride in your love story at Essen, and specialize in making your vision our priority.

Wedding planning is stressful, but it doesn't have to be! We've got your back. Let us take care of the details so you can enjoy the process. Let's grab coffee or a cocktail - we want to hear about your love story and vision for your wedding day!

Our team is committed to celebrating diversity in the wedding industry and are fierce advocates for all of our clients to have the most important day - no matter what they look like, smell like, who they love, or what they believe. **We love you.**

weddings | events | floral design

OUR LEAD PLANNERS



As the owner + lead designer at Essen, Hailey has been smitten with planning weddings since preschool. Seriously, when she was 4 years old, she made her mom bring her back to preschool one night so she could marry her then, "true love". Long story short, he never showed - so they went to get a Dairy Queen treat instead. Currently, her days are filled with inspiration when she gets to meet with clients and hear about their engagements. There's truly nothing more fulfilling than seeing couples through the engagement process from the moment they say "yes", to the moment they say "I do".

Hailey is well-versed in going with the flow of an event, and is a strong believer in Michael Scott's rules of business - adapt, react, readapt, apt. IYKYK. She is committed to your big day going off without a hitch, so that you can get hitched. But in all seriousness, Hailey wants to make all of your pinterest wedding day dreams come true before your eyes.



Melya is such a gem. She brings the party when she shows up for the day! She graduated from UofM Duluth Fall of 2021, with Management & Marketing and is now a Project Manager. She plays in adult softball and volleyball leagues in her free time, and is the designated DJ for all private events.

Melya's favorite part of a wedding day timeline is making connections with the clients and providing a great event for them. She gets the warm fuzzies seeing smiles on their faces when the event is completed, which is always the biggest accomplishment!



Nicole is a true natural when it comes to events and marketing. She's got a background to take seriously and is passionate about serving our clients, to see their special days come to life and make beautiful memories with all their close people. She recently graduated from the University of Minnesota Duluth with a degree in management and marketing. When she's not working, she loves to designate time to get outdoors, go boating and golfing, and improve her photography skills!

She loves how each wedding is so uniquely beautiful, and loves getting to be surrounded by people who share the same desire to bring visions to life and create memorable experiences for the couple on their special day!



Wedding Day Management (AKA Day-of Coordination) is designed for couples who have the confidence and time to take on planning the entire wedding themselves. We'll provide you with the organizational tools to do it yourself, but our team will take the reigns in the final weeks when it's crunch time to make sure all goes as planned on your big day. Starting 4-6 weeks out from your wedding day, you hand over all the stress and last minute duties to us. We'll then be the main contact for all your vendors, so that we arrive to your big day as a unified team. On your wedding day, we'll be the go-to team for your entire vendor line up and wedding party. If someone has a question, they'll come to us so all you have to do is focus on enjoying the day with your partner! You can put your trust in us to manage the timing and flow of your event as well as any personal decor set-up you might have, managing the flow of where guests need to be, and of course being your right hand throughout the day.

WEDDING DAY MANAGEMENT

PARTIAL PLANNING

Our most popular planning service is the Partial Planning package. We love this one, because it allows us to collaborate with our clients and their vendor team from the start to bring their Pinterest board visions to life without the time and effort it takes for you to research each little piece of the design puzzle. We design and present you a design guide, which acts as blueprint of your day that your vendor team can reference as they build their own quotes / proposals and deliver their end product. In your design guide, we pull specific items from vendors' inventories in our area. We have the connections and familiarity within our network to recommend specific vendors who will be a great fit for you based on your style and budget. In this package, we take over all design-related vendor communication for you from the get-go but keep you involved in the process as much as you want to be. 4-6 weeks out from your event, we'll have our final meeting where we fill in the rest of the blanks on your overall plans and we take over everything from there. We'll then be the main contact for all your vendors, so that we arrive to your big day as a unified team. On your wedding day, we'll be the go-to team for your entire vendor line up and wedding party. If someone has a question, they'll come to us so all you have to do is focus on enjoying the day with your partner!



A row of light-colored wooden chairs is shown, each decorated with a large, cascading arrangement of baby's breath flowers. The flowers are white and green, hanging down from the back of the chairs. The background is softly blurred, showing more of the same chairs and flowers.

FULL PLANNING

We'll take all the stress out of wedding planning and be with you every step of the way from the moment you say yes to the moment you say "I do"! Our full service planning package is all the design related items included in the partial planning package, all the coordination elements from our wedding day management, plus our support and guidance on everything else in between. We'll make sure you're on track through our monthly planning check-in meetings where we go over everything from budget, to guest list, to table centerpieces, and so much more in-between. You can count on us to create and run the timeline and carefully execute everything so that you can focus on the memorable moments of being engaged, and getting married!

TESTIMONIALS

Thank goodness for the Essen team! For weeks, we have continued to say how thankful we were to have hired Hailey and team. Despite only hiring them for the day-of planning, Hailey was so generous with her time and effort to make sure the day was flawless. A few weeks before, she ensured the last details were set with our vendors (huge relief) and day-of really helped with the flow of the ceremony and reception (I did not realize how important this would be!). They are so passionate about your day being a dream. Seriously, our wedding turned out PERFECT and a massive reason for that was because of the Essen team taking care of background details, and offering such helpful tools ahead of time for month-of planning (ex: seating charts, timelines, music lists, ceremony outline, writing out what decor you need, and just great basic advice). Additionally, about half of our vendors were recommendations from them and were wonderful to work with. If you are even considering a day-of coordinator, DO IT! Absolutely 100% would recommend hiring Essen Events for your wedding.

>> Ava + Noah, 5/14/2022, *Wedding Day Management clients*

From start to finish, Hailey understood our aesthetic and wedding dreams. She made the planning process feel manageable and enjoyable – a real feat in such a competitive season. Hailey went with us to all of our appointments and really took charge of our design in the exact way I needed her to. Our friends and family came to understand that if they asked me a question about our wedding, I'd simply respond, "We need to ask Hailey." That phrase became my lifeline in the days and weeks leading up to our wedding. Hailey's team was really there for us, checking every vendor contract to make sure we were getting our money's worth and designing a to-the-minute wedding day itinerary, complete with a step-by-step guide to our rehearsal

>> Kelsey + Tim, 9/2/2022, *Partial Planning + Floral design clients*

I could NOT be happier with how our wedding went. From the moment my husband and I met Hailey, we felt at ease with Hailey's energy – she's such an expert and a professional, but she is also SO easy to chat with and just be around (even when I was a little stressed girlie). I explored a few options for a wedding planner, and what set Hailey apart for me was her genuine passion for the couples she works with. She has a sparkle and an excitement for what she does, and she helped make my CRAZY dreams come true. Hailey and her team are not JUST wedding planners and florists – they are ARTISTS, they are KIND, they are your HYPE GIRLS, they are the right choice for your wedding if you're looking to be surrounded by gorgeous vibes and wonderful people.

> Madison + Tony, 7/21/2023, *Partial Planning + Floral Design clients*



Wedding Day Management

Starting at \$2,175

- unlimited email contact + scheduled phone calls
- full access to our online planning tool, Aisle Planner
- final meeting with your assigned lead coordinator 4-6 weeks leading up to your event where we will discuss your vision, vendor contracts and start building a day-of timeline
- creation of a master day-of timeline that will go out to your vendor team
- coordination and communication with all booked vendors 4-6 weeks leading up to your date
- 1 lead coordinator and 1 assistant coordinator on site day of your event (up to 12 hours)
- personal decor set-up and tear-down at your event

Partial Planning

Starting at \$4,500

- unlimited email contact + scheduled phone calls
- full access to our online planning tool, Aisle Planner
- coordination and communication with all design-related vendors from the beginning of the design process, and all your other vendors starting 4-6 weeks out from your date
- composition of a custom design guide, which serves as a design blueprint for your wedding day with inspiration and specific items from vendors for each aspect of your wedding
- two 1-hour design meetings discussing and reviewing and refining inspiration boards
- coordination and attendance at any necessary design-related showroom meetings
- final meeting with your assigned lead coordinator 4-6 weeks leading up to your event where we will discuss your vision, vendor contracts and start building a day-of timeline
- final site walkthrough at your venue (travel fees may apply if out of our included travel radius)
- creation of a master day-of timeline that will go out to your vendor team
- 1 lead coordinator and 1 assistant coordinator on site day of your event (up to 12 hours)
- personal decor set-up and tear-down at your event

Full Planning

Starting at \$7,350

- unlimited email contact + scheduled phone calls
- full access to our online planning tool, Aisle Planner
- coordination and communication with all vendors starting immediately after booking, until everything is wrapped up from your wedding day.
- monthly consultation meetings discussing and reviewing inspiration boards, planning process, budget check-ins, and planning advice / homework.
- composition of a custom design guide, which serves as a design blueprint for your wedding day with inspiration and specific items from vendors for each aspect of your wedding
- coordination and attendance at any necessary vendor meetings / walkthroughs
- final site walkthrough at your venue (travel fees may apply if out of our included travel radius)
- creation of a master day-of timeline that will go out to your vendor team
- 1 lead coordinator and 1 assistant coordinator on site day of your event (up to 12 hours)
- personal decor set-up and tear-down at your event

FAQ

What would drive the price up on your listed starting prices?

Most of the time, the starting price listed is what our clients will end up paying. However, every once and a while, there are preferences or venue requirements that would drive the price up. Common things that would add fees / charges are: adding a ceremony rehearsal outside of your scheduled event date, an added site visit / venue walkthrough, added showroom meetings, clients doing a lot of DIY decor that would require extra assistance and labor for our team, or adding additional services (floral design) or products from our rental inventory.

What is Aisle Planner?

Aisle Planner is our online project management tool. Once you book with us, you'll get invited to create your own login, and then you'll have access to your planning portal. You'll have access to a fully customizable extensive checklist with suggested due dates, you can manage your budget, keep track of all of your vendor information and contracts, manage your guest list, play around with a floorplan from your venue, build your seating chart, and so much more. This is also where we house our preferred vendor list, and worksheets that we'll have you fill out as we get closer to your day.

If I book floral and planning is there a discount?

We do offer a discount to clients who book us for both floral design services and a planning package. You'll see a 5% discount on your reception decoration package, which makes more sense once you've got a floral proposal from us in front of you - but it typically ends up being about \$100-\$200 in savings.

Do you do teardown?

Included in all of our planning packages is setup and teardown of your personal decoration items. This is laid out in our contract really well, but typically this includes items like: signage, table numbers, card boxes, photo frames, and minimal tabletop items if you're DIYing your centerpieces. Vendors you hire for installations, food & beverage, and furniture items will need to be setup and torn down by those vendors.

Do you have a rental inventory of decor items that we can use?

Our planning clients do have access to our rental inventory! **[Our rental inventory guide can be viewed here!](#)** Note that if you are working with us for floral design, your centerpiece items are already included in your floral proposal pricing.

When do we get to meet our assigned lead coordinator?

Hailey will be your main contact and who you can reach out to for any support or guidance along the way. You'll be introduced to and assigned your lead coordinator for your final planning meeting 4-6 weeks out from your wedding day. They will be your main contact from there on out. Our team of coordinators are all trained together, and have years of experience in the wedding and event industry under their belts.