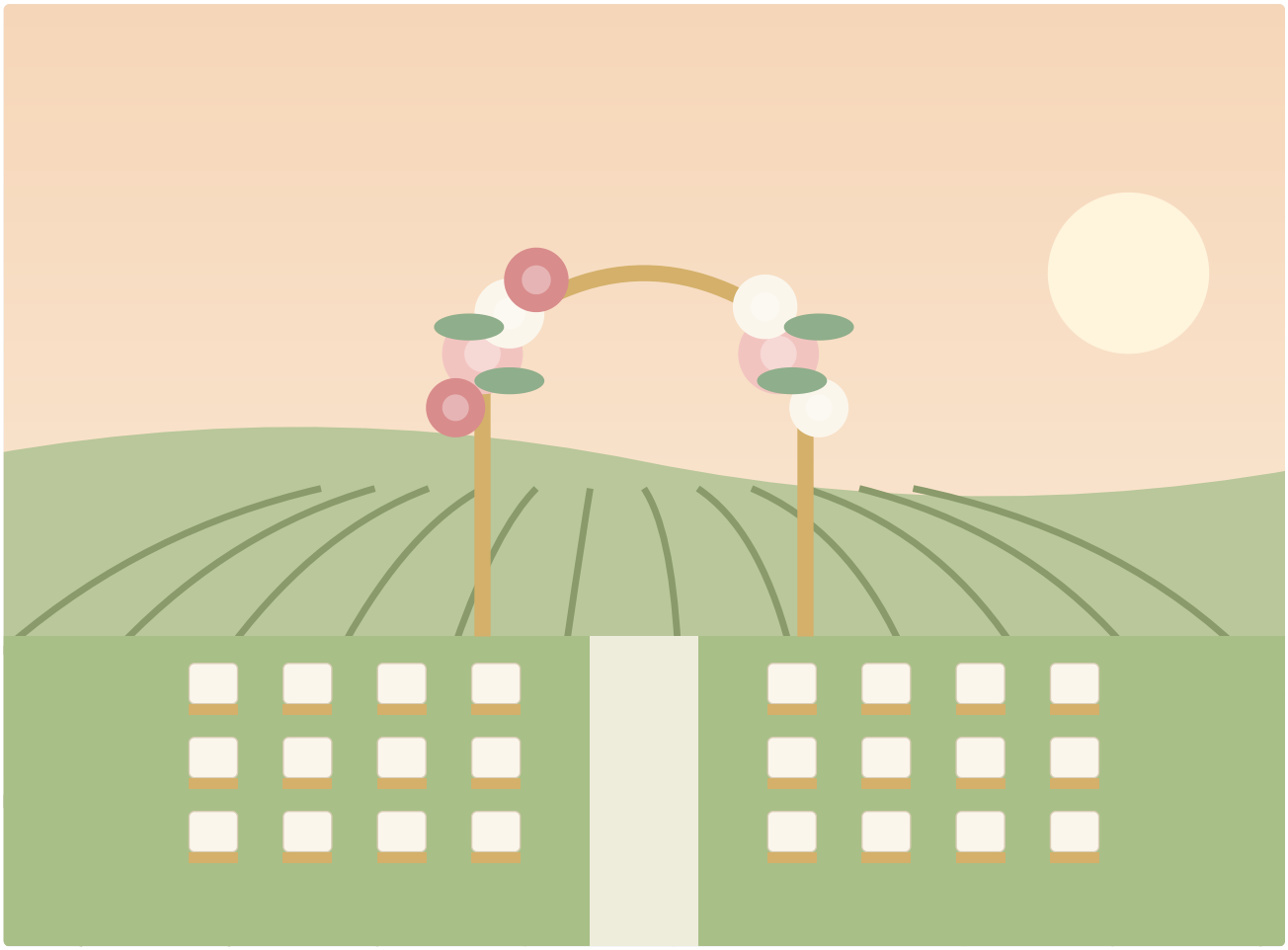


Wedding planning proposal

Emma and Jordan, Saturday, September 18, 2027, at a vineyard in Sonoma, with 120 guests.

PROPOSAL # GHW-P-26-047
ISSUED Dec 9, 2026
VALID UNTIL Jan 9, 2027

CREATED BY

Golden Hour Weddings
Isabel Moreno
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PREPARED FOR

Emma Clarke and Jordan Reyes
Emma Clarke
+1 415 555 0162
emma.clarke@mail.example
Wedding date: Saturday, September 18, 2027

Cover letter

Dear Emma and Jordan,

It was a joy to hear your story over coffee last week. You want a relaxed, warm vineyard wedding that feels like a long dinner with everyone you love, not a production. You also told me what worries you: a budget that grows without warning, and spending the day managing vendors instead of being with your guests.

This proposal is for full planning. I will build your budget with you, find and negotiate with every vendor, design the look of the day, and run the whole weekend so you never answer a vendor's call. You will always know where the money is going: my fee is fixed and shown here, and every vendor is contracted and paid by you directly, with no hidden commissions.

I take only twelve weddings a year so each couple gets my full attention. September 18 is still open for you.

With love and excitement,



Isabel Moreno
Lead Planner, Golden Hour Weddings

Your wedding at a glance

The plan this proposal is built on.

120
Guests
Ceremony and dinner on site

$95k
Total budget
Planner and vendors

9 months
Of planning
From January to September

12 hours
On the day
Lead planner and 2 assistants

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Vendor budget

Our first estimate for a $95,000 wedding. Vendors are contracted and paid by you; my fee is shown separately on page 6.

VENDOR	BUDGET	SHARE	NOTES
Venue, ceremony and reception	$18,000	19%	Includes tables and chairs
Catering and bar, 120 guests	$26,400	28%	Family-style dinner
Photography and video	$9,800	10%	8 hours, 2 shooters
Flowers and decor	$8,600	9%	Arch, centerpieces, bouquets
Music: ceremony duo and DJ	$5,200	5%	Sound for both areas
Attire, hair and makeup	$5,400	6%	Couple and wedding party
Cake and desserts	$1,800	2%	Three tiers plus a dessert bar
Stationery and signage	$1,600	2%	Save the dates to place cards
Transport and rentals	$1,600	2%	Guest shuttle from hotels
Planner (this proposal)	$15,630.00	16%	Fixed fee
Contingency	$1,570	2%	For the unexpected

Vendor total $78,400 plus the planner fee and contingency equals $95,600. We review the budget at every monthly meeting.

Who does what

YOU DECIDE

- ☐ The guest list and the budget
- ☐ Which vendors to book, from our shortlists
- ☐ The menu, music and vows

WE HANDLE

- ☐ Finding, comparing and negotiating with vendors
- ☐ Contracts, deposits calendar and confirmations
- ☐ Every vendor call on the wedding weekend

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Nine months to the day

What happens when, so nothing is left to the last month.

January — ○ **Budget and venue**

Budget approved, venue signed, save the dates designed.

February — ○ **Key vendors**

Caterer, photographer and florist booked.

April — ○ **Design**

Look of the day, florals and tablescape approved.

June — ○ **Invitations**

Sent; tasting with the caterer.

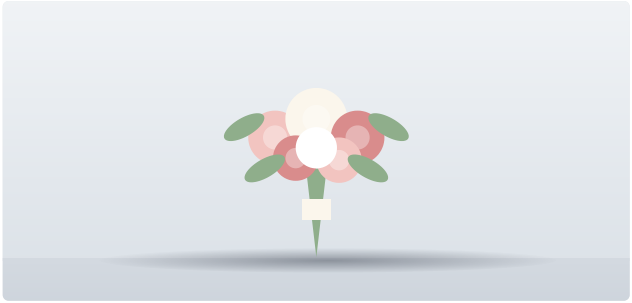
August — ○ **Final details**

Seating chart, timeline and vendor confirmations.

September — ○ **Wedding weekend**

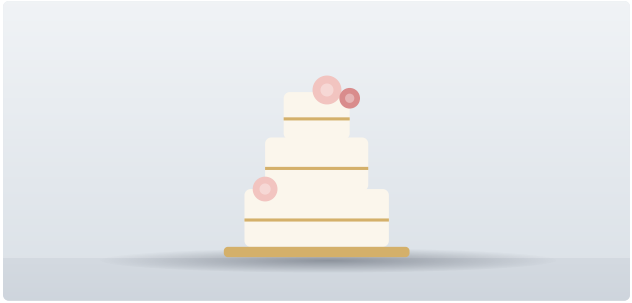
Rehearsal Friday, wedding Saturday.

First design ideas



Florals

Garden roses, ranunculus and olive branches, in blush, ivory and sage.



Cake

Three ivory tiers with gold bands, flowers to match the bouquet.

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Wedding day timeline, draft

Built around golden hour, from about 6:15 to 7:00 pm on September 18 in Sonoma.

TIME	WHAT HAPPENS	WHO LEADS
11:00 am	Vendors arrive, setup begins	Assistant planner
1:00 pm	Hair and makeup at the hotel	Lead planner
4:30 pm	Ceremony	Lead planner
5:00 pm	Cocktail hour on the terrace	Caterer
6:15 pm	Golden hour photos	Photographer
6:45 pm	Dinner, toasts	Lead planner
8:30 pm	First dance, cake, dancing	DJ
10:30 pm	Send-off and shuttles	Assistants

Planning packages

Day-of coordination You plan; we run the day.	timeline and vendor calls, 12 hours on the day	**$3,900** from 6 weeks out
Partial planning We help with key vendors and design.	3 vendor bookings, design guidance	**$8,800** from 4 months out
Full planning Everything in this proposal.	all vendors and design, rehearsal and full weekend	**$15,630.00** 9 months

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Planning fee

A fixed fee, not a percentage of your budget. We take no commissions from vendors.

#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Planning, 9 months					
1	**Full planning: budget, timeline, monthly meetings** Code: PL-FULL • Unlimited email, monthly video meetings • Budget tracker and payment calendar	1 package	$8,500.00	–	0%	$8,500.00
2	**Design and styling: concept, florals, tablescapes** Code: PL-DES 	1 package	$2,400.00	–	0%	$2,400.00
3	**Vendor sourcing and contract review** Code: PL-VEN	1 package	$1,200.00	–	0%	$1,200.00
				Subtotal: Planning, 9 months		**$12,100.00**
	Wedding weekend					
4	**Wedding day: lead planner and 2 assistants, 12 hours** Code: WD-DAY	1 day	$2,600.00	–	0%	$2,600.00
5	**Rehearsal coordination, Friday** Code: WD-REH	1 event	$450.00	–	0%	$450.00
				Subtotal: Wedding weekend		**$3,050.00**
	Extras					
6	**Welcome bags: assembly and hotel delivery** Code: EX-BAG	120 bags	$4.00	–	0%	$480.00
				Subtotal: Extras		**$480.00**

Subtotal	$15,630.00
Sales tax (planning services, none)	$0.00
Total	**$15,630.00**

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Payments

The retainer reserves your date.

PAYMENT 1, 30%	PAYMENT 2, 40%	PAYMENT 3, 30%
$4,689.00	**$6,252.00**	**$4,689.00**
Retainer	**Midway**	**Final**
On signing, reserves September 18	June 1, 2027	30 days before the wedding

Total **$15,630.00**

Terms

1. Date

1.1 September 18, 2027 is reserved for you when the retainer is paid. We take no other wedding that weekend.

2. Vendors

2.1 You contract and pay vendors directly. We review every contract and never accept commissions or referral fees.

3. Postponement

3.1 If you move the date, we apply everything paid to the new date once, if we are free.

4. Cancellation

4.1 The retainer is non-refundable. Later payments are refunded if you cancel more than 90 days before the wedding.

5. Guest count

5.1 The fee covers up to 140 guests. Above that, a third assistant is added at $450.

6. Our backup

6.1 If your lead planner cannot attend for an emergency, a senior planner who knows your file takes over.

Let's plan your wedding

Signed to reserve the date and begin planning in January.

THE COUPLE	GOLDEN HOUR WEDDINGS
_____	_____
SIGNATURE	SIGNATURE
Emma Clarke and Jordan Reyes	Golden Hour Weddings
Name: _____	Name: _____
Date: ____ / ____ / _____	Date: ____ / ____ / _____

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