



À LA CARTE EVENTS

Planning + Consulting



Welcome!

À La Carte Events is your one-stop-shop for hand-picked event planning services & consulting. Whether you are the bride or groom-to-be, a parent, or other important figure, we will help you bring your ideas to life with personalized assistance tailored to your needs and vision. À La Carte Events allows you to decide exactly how much or how minimal assistance you need while executing your event flawlessly and within your budget. We pride ourselves on “coloring outside the lines” and supporting our clients’ – however traditional or non-traditional their event may be!



Whether you're a savvy self-planner or feel completely lost and don't know where to begin, À La Carte Events will help you with each aspect of planning, including but not limited to:

- Creating a Budget
- Organizing a Planning Calendar/Check List
- Finding A Venue
- Researching & Securing Vendors (Such as: Photo, Video, Music, Floral, Caterer, Hotel Room Blocks, Guest Transportation, etc.)
- Month-of Event Execution
- Event Design
- Event Decor Set Up + Break Down
- And **EVERY** other small or large detail you can imagine!





“We cannot recommend Kelley and her team enough, and if you are reading this review you should go hire her ASAP!!!! Kelley is both down to earth and detail oriented, and we had truly the most incredible wedding day and credit so much of the success of the day to Kelley. Not only is she amazing at her job, but she's someone you want to have around not only on your wedding day, but also during the stressful days and months leading up to it. We feel so lucky that we found Kelley, and her help was easily our best investment. We love her!!!!”

~ Maddie + Nico



Meet Kelley

OWNER + EXECUTIVE EVENT PLANNER

I am a philanthropist at heart and genuinely loved starting my career in the non-profit sector executing a truly diverse collection of events from IRONMAN triathlons to food tasting fundraisers. After 8 years of working in the industry and undergoing so many unique experiences and travel, I acknowledged a burning gut feeling that I wanted to pursue my dream of owning my own event planning business. In October 2017 I started A La Carte Events and have been enjoying the ride of entrepreneurship ever since!

My philosophy is that events, and weddings in particular, should be unique and personalized to the couple. I take great pride in offering curated support to my clients so that they may focus on each other and their beloved guests throughout their weekend and truly start their marriage off on the right foot. And nothing makes me happier than being able to execute someone's vision and making it a reality no matter how traditional or non-traditional it may be.

A photograph of two women in white wedding dresses standing in a garden. They are facing each other, smiling and laughing. The woman on the left has long brown hair and is wearing a simple white dress. The woman on the right has blonde hair in an updo and is wearing a white dress with a low back and a long, flowing white veil. They are standing in front of a wooden fence and a field of tall, purple flowers. The lighting is warm and golden, suggesting sunset. The word "INVESTMENT" is overlaid in large, white, sans-serif capital letters at the bottom left.

INVESTMENT

FULL WEDDING PLAN

STARTING AT \$9,500, AVERAGING BETWEEN \$10,000-15,000

INCLUDES COMPLIMENTARY USAGE OF EVENT DECOR INVENTORY

A Full Plan includes Kelley directly helping our clients plan and book nearly all aspects of their wedding event and weekend. Whether there are a million logistical details or your event is more streamlined, we can help you plan your event with ease, creativity, and transparency. Our primary

job here is to alleviate stress and confusion by being your constant resource throughout the planning process and event execution. We will manage all of the logistical details with your vendors, guide you on

developing your event design vision, provide you trusted vendor recommendations (this could also include researching/outreach for new-to-us vendors to suit your needs), and then completely overseeing and facilitating the high functioning execution of your wedding event(s).

These contracts can also include Venue Search + Securing and the planning and execution of any additional wedding-related events: Engagement Party, Shower(s), Bachelor/ette Weekends, Rehearsal Dinner, Welcome Party, and/or Farewell Brunch.



PARTIAL WEDDING PLAN: STARTING AT \$7,500+

Unlike a Full Plan, a Partial Plan is the right choice for a couple who have some of their vendors already secured or plan to manage the research and securing of specific vendors more directly.

Typically, this style of contract includes:
Direct Planning Help with ~ 5 Selected
Vendors (Event Design can be included
in these contracts), plus
Month of Coordination
Event Execution
Complimentary Access to
Event Decor Inventory

EVENT DESIGN: STARTING AT \$6,500+

Similar to a Partial Plan an Event Design contract focuses on certain vendors - in this case those vendors are traditionally any or all of the following:

Rental Companies
Tenting, Lighting, Flooring
Floral and Decor
Stationary

Also Included:
Month of Coordination
Event Execution
+ Complimentary Access to
Event Decor Inventory



“MONTH OF AND MORE:”

TYPICALLY RANGES FROM \$4,500-6,500

INCLUDES COMPLIMENTARY USAGE OF EVENT DECOR INVENTORY

Includes all the features of Month of Coordination and Event Execution plus additional guidance and oversight throughout your planning cycle.

These contracts often include 1-2 initial meetings or walk-throughs to either:

A) Help you determine the right venue for you and your budget or provide venue suggestions; to share real-life vendor quotes for comparable venues and/or supplemental rentals, catering, etc. to help the client grasp the entirety of their financial commitment when selecting a venue.

B) Review the priorities, interests, vision, and needs of the couple and create a *suggested* allocated budget based off of this information as well as provide strong vendor recommendations and a customized planning timeline among other helpful planning resources.

Additionally included in this style of contract are quarterly touch-base calls with the opportunity to connect additionally for any pertinent logistical questions, planning insights and suggestions.

A client can add to this style of contract any specific vendors they need more direct help with sourcing + booking, Event Design, and/or Venue Search + Securing help.





FAQ's

What is your service area?: We service a large swath of New England and the Greater New York City area. More specifically, we work with couples getting married on the North + South Forks of Long Island, in Brooklyn, Manhattan, Connecticut, Westchester + Putnam Counties, the Hudson Valley + Catskills Regions, the Berkshires, Coastal Rhode Island, Coastal Massachusetts + Islands, the White Mountains, and the greater Portland + Kennebunkport areas of Maine. We also travel for destination weddings, whether domestic or international.

Are Travel Costs Included?: Yes, unless stated otherwise for destination weddings. Contracts for events within our typical service area will include in the total contract fee any team member's car/mileage, accommodations, train, ferry, parking and tolls, and travel meals. For destination weddings (whether domestic or international) we provide a Travel Cost Estimate within the Contract for the clients review and commitment.

What is in your Event Decor Inventory?: Our Decor Inventory is chalk full of helpful items for our couples that would otherwise be one-time-use purchases that are unlikely to be reused such as: table numbers, card boxes, bathroom baskets, easels, and more. Also included are a wide variety of candlelight hardware (ie. candlestick holders, glass chimneys, votives, etc.) and floral design hardware (ie. vases + vessels, arches, etc.) for when we help our clients with floral design. We work closely with each couple on their event design and set up needs and will organize the set up + breakdown of any of your personal decor or our decor from our inventory.

FAQ's

How many team members from A La Carte typically work at a wedding?: There will always be at least 2 Event Professionals onsite on your Wedding Day - Kelley plus one of our [amazing] Event Assistant Coordinators. For larger events (~ 250+) or when an event or venue has short set-up time restrictions there is typically a third team member added for a portion or for the entirety of the day depending upon your specific event details and needs. If a third team member is needed this would be at no additional cost to the client except for an additional vendor meal from catering if that team member was staying for the entirety of the event.

Do you provide floral design help?: Yes, we do! We offer boutique assistance for our clients who have smaller sized weddings (~100 or less) or for their additional wedding events (Rehearsal Dinners, Welcome Parties, Showers, etc.) to design, create, and set up their event's floral design and personal flowers. If a client elects to have us help with floral design we would create a contract addendum to cover the cost of labor + design and an estimate of wholesale flower costs.

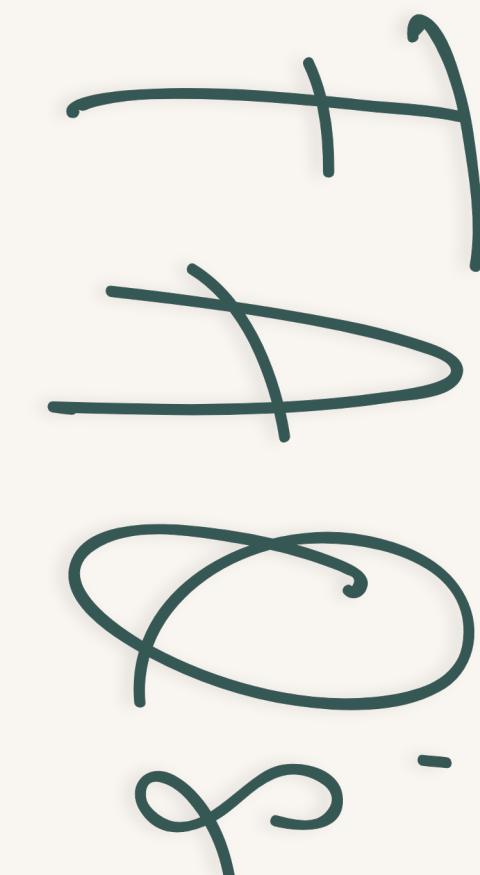
Do you have a specific number of hours you work?: No, every event is different and we treat it as such. One client's wedding could require us to be onsite for 4 hours on Friday and 12 hours on Saturday, where another could require only 45 minutes for a ceremony rehearsal the day prior but 18 hours on the day of the event. So given that our vibe is not "one size fits all" we don't want to put perimeters on our clients or ourselves for that matter. The same goes for the relationship during the planning process - some clients feel better talking more often and in greater detail whereas others prefer shorter touch-bases every few weeks while we do the groundwork in between. We will amend ourselves to our client's needs and communication style as best as possible!





Is your price based on a percentage of our total event budget?: Definitely not - this would be unfair to either the client or to us. An event with a \$50,000 budget can very easily require the same amount or even more work to plan + execute than a wedding with a \$250,000 budget and vice versa, so it doesn't sit well with us to seemingly take advantage of a client with a more robust budget nor for us to feel taken advantage of by a client with a moderate wedding budget. We base our pricing off the client's event needs and the relative time required to achieve success in planning + executing their event, the size of the event (ie. staffing costs), and our estimated travel costs.

How do you handle payments?: We offer all of our clients payment plans; they are built into each contract to help reduce financial stress. There is typically a booking deposit which reserves your weekend and a final payment due 5 days prior to the event, the rest of the balance is split into typically quarterly payments. We prefer Zelle + Venmo but also accept electronic bank transfers, checks, or credit cards (3.5% transaction fee).



Do you work with LGBTQ+ couples?: Of course! It is extremely important to us to help anyone and everyone who is seeking our help and we welcome + support people of all orientations, creeds, ethnicities, and customs. We firmly believe everyone should have the right to be happy, be themselves, and be loved by whomever + however they choose, and we make sure to align ourselves with vendors who feel the same so our clients feel seen and safe.

Kelley is fantastic! We hired her as our planner for our 200 person at home wedding - a venue that has never had an event like this before - and she crushed it! She was extremely knowledgeable and helpful, and worked well with us as a couple and all of our vendors for planning the months before and making everything perfect day of. She is organized, responsive, has great ideas from all her experience, and was great at listening and guiding us toward our perfect wedding during planning. On the wedding day she and her husband Gregory, a wonderful asset to her team, navigated our "lucky" rain shower with grace, and we barely noticed the weather because of how beautiful everything was! This was not a low maintenance event being 200 people at a family home with no infrastructure - and she was able to make it come together perfectly. It was the best wedding ever (in our humble opinion), and we can't thank Kelley enough for her beautiful eye, great attitude, and hard work!

~ Sally + Will



NEXT STEPS:

1 Complete the Wedding Inquiry Form [Here!](#)

2 Set Up a Consultation Call with Kelley

3 Review Your Quote + Contract

4 Sign the Dotted Line + Submit Booking Deposit

5 Let the Planning Begin!

Thank You for Considering À La Carte Events!



PREFERRED VENDORS



NEW ENGLAND

(Connecticut, The Berkshires, Greater Newport, Cape Cod, ACK, MV, Coastal NH + ME)

Fever Band (Band)
The Alpaca Gnomes (Band)
The Barnstorm (Band)
The Dukes of Circuit Ave. (Band)
Lovely Cakes (Cake)
85th Day (Caterer)
A Thyme to Cook (Caterer)
Best in Gourmet (Caterer)
David Allen Hospitality (Caterer)
Farmers Wife (Caterer)
Pink Door Catering (Catering)
EZ Occasions (Decor)
Dart Collection (DJ + Musicians)
Lights, Cameras, DJs (DJ)
The Dance Floor DJs (DJ)
For the Love of Paws (Doghandler)
Blue Sky Fireworks (Fireworks)
Barndoors Bloom (Florist)
Flowers by Justine (Florist)

Fresh Flower Bar (Florist)
KLW Design (Florist)
Mar. Floral (Florist)
Pepper and Fern (Florist)
Stems (Florist)
Stylish Blooms (Florist)
Three Notch Floral (Florist)
Wild Valentine (Florist)
Bridal by Alexandria (HMU)
Get Make Up Studio (HMU)
J. Kinford Beauty Group (HMU)
Larissa Lake and Co (HMU)
Simply Gorgeous by Erin (HMU)
UpStyle (HMU)
Zully NYC (HMU)
Vivid Events (Lighting)
BBJ La Tavola (Linens)
Joyful Weddings (Officiant)
Simply Paper Co. (Paper Goods)

Alicia King (Photography)
Brooke Allison (Photography)
Colleen Anne Lennahan (Photography)
Hedi Field (Photography)
Joelle Christine (Photography)
Madison Abbey (Photography)
Sam Brooks (Photography)
Stella Blue (Photography)
Victoria Veneziano (Photography)
Abbey Tent (Rentals)
Columbia Tent Rentals (Rentals)
PEAK Events (Rentals)
Please Be Seated (Rentals)
Sperry Tents (Rentals)
Nob Hill Jane (Papergoods / Signage)
Carriage Limousine (Transportation)
Elite Limousine (Transportation)
First Student Charter Bus (Transportation)
Joshua's Worldwide Transportation (Transportation)

NEW YORK

(Long Island, Brooklyn, Manhattan, Westchester, Hudson Valley + Catskills)

XO Bex Studio (Artist/Illustrator)
Atomic Funk (Band)
Tim Williams Band (Band)
Tradewinds (Band)
Vitamin M (Band)
BB&D Event Bartending (Bar)
Bakeshop Jeffersonville (Cake)
Newburgh Flour Shop (Cake)
The Cakery (Cake)
Night Kitchen BK (Catering)
Purdy's Farmer + Fish (Catering)
Content by Melissa (Content Creator)
Bread and Butter Bakery (Desserts)
Absolute Entertainment (DJ)
Barattini Productions (DJ)
Dart Collective (DJ)
Empire Sound DJ (DJ)
Lucas Walters (DJ)
Bedford Village Floral Shop (Florist)

Crespell Flowers (Florist)
Flower Blossom Design (Florist)
In Full Bloom Florist (Florist)
Rosehip Social (Florist)
Tame Florals (Florist)
Three Notch Floral (Florist)
Hair by Antonella (Hair)
Styles on B (Hair)
Beautini (HMU)
Ink & Ivy (HMU)
Zully NYC (HMU)
Jessica Leigh Paperie (Invitations)
Collabonation Productions (Lighting)
Shades of Grey Productions (Lighting, Draping, Event Installs)
North Country Vintage (Lounge Rentals)
Rustic Charm Vintage Rentals (Lounge Rentals)

Erica MUA (Makeup)
HiiRoxie Makeup (Makeup)
Inspire with Strings (Music)
Lisa Zarro (Officiant)
Flux (Photobooth)
Mir Mir Photobooth (Photobooth)
Gemini Sun Creative (Photography)
Jordan Jankun Photography (Photographer)
Kelly Kollar Photography (Photographer)
Lindsay Lazare (Photography)
Marilyn Lamanna (Photographer)
Columbia Tent Rentals (Rentals)
Events Unlimited (Rentals)
Please B Seated (Rentals)
All Star Limos (Transportation)
Leros Point to Point (Transportation)
Rolling V Specialty Transportation (Transportation)
Silver Star Limo (Transportation)
Kyle Creation Films (Videographer)
The Brothers Gorman (Videographer)



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