



the VENUE BUSINESS BOOT CAMP

Expert-led strategies to elevate your venue business

FROM THE CEO OF HERE COMES THE GUIDE

VBBC BASICS MODULE 6

The Package Brainstorming Worksheet

Make sure you've listened to the [Module 6 podcast episode](#). Then, set your timer for 30 minutes and take a run at creating the packages on this worksheet.

This document paired with [this spreadsheet](#) will allow you to brainstorm and price out your small wedding & elopement packages.

Start brainstorming here, and then go to the spreadsheet included in this module to find the pricing that works for your business.

If these packages already exist at your venue, think through how you can amplify your small wedding offerings even further. Remember – get creative and use your superpowers!

And, because we love you, we've also included a page of ideas for several Package Add-Ons that you might consider – or that you can use as a jumping-off point for your own creativity. Scroll to the end of this document for those ideas.

Ready? Set that timer and let's begin!

ELOPEMENT PACKAGE FOR 2-10 PEOPLE

Package Name:

Pricing Calculated by Event Profit (by size!) Spreadsheet: \$

**Fill this in from the spreadsheet after you're done brainstorming*

Event Spaces We Could Use For This Package:

What This Package Includes:

Portions of the Package We Can Execute Onsite:

Outside Vendors We Would Need:

MICRO-WEDDING PACKAGE FOR 11–20 PEOPLE

Package Name:

Pricing Calculated by Event Profit (by size!) Spreadsheet: \$

**Fill this in from the spreadsheet after you're done brainstorming*

Event Spaces We Could Use For This Package:

What This Package Includes:

Portions of the Package We Can Execute Onsite:

Outside Vendors We Would Need:

SMALL WEDDING PACKAGE FOR 21–50 PEOPLE

Package Name:

Pricing Calculated by Event Profit (by size!) Spreadsheet: \$

**Fill this in from the spreadsheet after you're done brainstorming*

Event Spaces We Could Use For This Package:

What This Package Includes:

Portions of the Package We Can Execute Onsite:

Outside Vendors We Would Need:

PACKAGE ADD-ON INSPIRATION

A FEW CREATIVE ADD-ON IDEAS TO AMPLIFY YOUR SUPERPOWERS & ENTICE COUPLES TO BOOK

Blanket + picnic basket with cheese, fruit, & champagne to enjoy al fresco after the elopement ceremony

Certificate to come back on their 1-year anniversary for a complimentary dinner date

Use of your on-site suite for getting ready

Gift basket with local specialty items

Beach bonfire or campfire with strawberries, & champagne

Custom label bottle of wine with a photo of the couple + wedding date

Donation to a charity of the couple's choice in their name

Option to Zoom in their families and friends for the ceremony + facilitating the technology