



WELCOME

eventful
by alexa

eventful weddings

EVENTFULBYALEXA.COM | ALEXA@EVENTFULBYALEXA.COM | (631) 339-0439

happily ever after

At Eventful by Alexa, we are dedicated to turn your love story into a flawless celebration. We understand the importance a stress-free experience throughout the entire process, including the initial onboarding phase.



Inside this brochure, you'll discover all the details you need to know when enlisting our team to craft your extraordinary event.

the bells are ringing!

READY TO GET THE BALL ROLLING?

here's what to expect:

OUR PROCESS

01.

Weddings thrive on details! Look over our process for complete clarity and expectations.

EVENTFUL OFFERINGS

02.

Every couple is unique in their own way, so are our services. Check out our packages below!

SCHEDULE A CONSULT

03.

Let's chat over coffee (virtual or in person) to go over all the details! We can't wait to meet you.

TIE THE KNOT

04.

With us, of course ;) If you've decided we're the perfect match, time to make it official!

A QUICK NOTE: Friendly reminder that your desired date will be officially secured in our calendar only upon receipt of a deposit and signed contract!

hi there!

behind the scenes

I'm no mind reader, but a guess? *You're engaged!* Congratulations!!

You're probably on cloud 9 right now, so soak it all in! My goal? For you to *stay on cloud 9* throughout the entire wedding planning process. As for the stress and hair pulling; that's exactly what we *don't* want! As an *Eventful* couple, we're with you every step of the way. We want you to feel confident in every decision, walking down the aisle to the love of your life. Nothing would make me happier than that first decision be starting with me!

I'm Alexa, but you can also call me your ultimate confidant, BFF, voice of reason, and all around wedding guru. When the last details are finalized and your wedding agenda is closed, my hope is that you'll look back knowing how present you were through the entire engagement – because I was with you every step of the way.

While big dreams and a bubbly personality are engrained in me, my passion lies within designing beautiful events that translate to unforgettable memories. My goal in life is simply to make people happy; There is nothing more gratifying than creating something beautiful and watching a vision come to life in unexpected ways.

MORE ABOUT ALEXA

I graduated from The Fashion Institute of Technology with an A.A.S. in Business Management, and a B.A in Marketing Communications, with a minor in Visual Design Concepts. I have been a vegetarian for 12+ years, and have an undeniable love for animals. Some of my favorite hobbies are exploring new places, reading a good book, and of course - shopping! When I'm not in the office, you can find me exploring the North Fork or soaking in the sunshine with a cup of coffee in hand.

thank you

for following along my *Eventful* journey. I am so excited to be share this experience with you!

alexa ferraro

FOUNDER + EVENT DESIGNER



ALEXA@EVENTFULBYALEXA.COM

(631) 339-0439

our wedding *process*

01.

CONSULTATION

In our 30-minute complimentary call, we'll bring the coffee (or champagne) to our virtual date and dive into all the exciting details of your wedding day. Together, we'll navigate the best way to assist you in your wedding planning process!

02.

MAKE IT OFFICIAL

Next, we'll create a custom invoice and contract to lock in your date on our calendar! Heading straight to your doorstep is a box filled onboarding information to kick off your wedding planning, and fun goodies to assist in the process!

03.

DESIGN + PLANNING

Depending on your package, we'll put on our creative hats and get to work! Your dream wedding aesthetic and design direction is where all the magic comes alive – making your wedding everything you hope for and more!

04.

THE BIG DAY

Drumroll, please – your big day is finally here! Get ready to kick back, relax, and savor every moment. We've been eagerly anticipating this day, meticulously planning and preparing to ensure a flawless experience from start to finish.



grand exit

Even when the wedding planning is over, that doesn't mean we won't miss you. We hope you will stay in touch; feel free to email us photos, mail us a card, or write us a review! And don't forget about us for any future event needs.

full service

wedding bliss

Imagine us as your trusted sidekicks, handling every detail and guiding you through the process for a wedding day dreamier than you envisioned.

what to expect

PRE-PLANNING

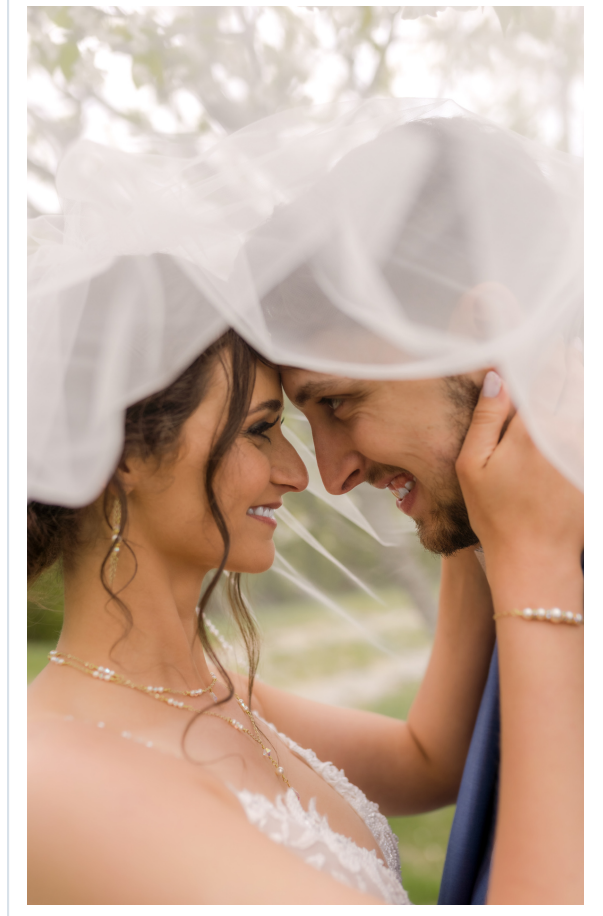
- Venue research & accompaniment on choice of (3) venue site visits
- Vendor recommendations, contract review, negotiation, and hiring
- Assistance with developing and tracking the wedding budget
- Customized client planning checklist
- Management of all wedding stationary and RSVP tracking

PLANNING + PRE WEDDING

- (6) planning video meetings with your planner
- Unlimited email communication during business hours
- Accompaniment on your choice of (3) final vendor meetings
- (2) site visits at your venue
- Coordinate the catering selection, proposals, menu creation, and tastings
- Coordinating guest accommodations and transportation logistics
- Curating a master timeline for the wedding day
- Curating and communicating the wedding weekend itinerary, and morning of timeline
- Designing the floorplan and wedding layout diagram
- Ongoing communication and coordination with vendors & venue
- Coordinating the ceremony rehearsal with wedding planning team

WEDDING DAY

- (10) hours on-site with your planning team
- (1) lead wedding coordinator and (2) assistant wedding coordinators on-site
- Management of all on-site communication with the venue & contracted vendors
- Directing the ceremony processional and all reception traditions
- Assisting the couple, family, wedding party, and guests as needed
- Assistance with decor placement the day of (ie; place cards, favors, guest book)
- Collect any personal items at the end of the wedding
- Distribution of any final payments or gratuities to vendors
- Fully equipped "Wedding Day Emergency Kit"



partial service

sweet soiree

With our partial service package, we'll handle all the nitty-gritty details – from coordinating all the logistics to the day of execution.

what to expect

● PRE-PLANNING

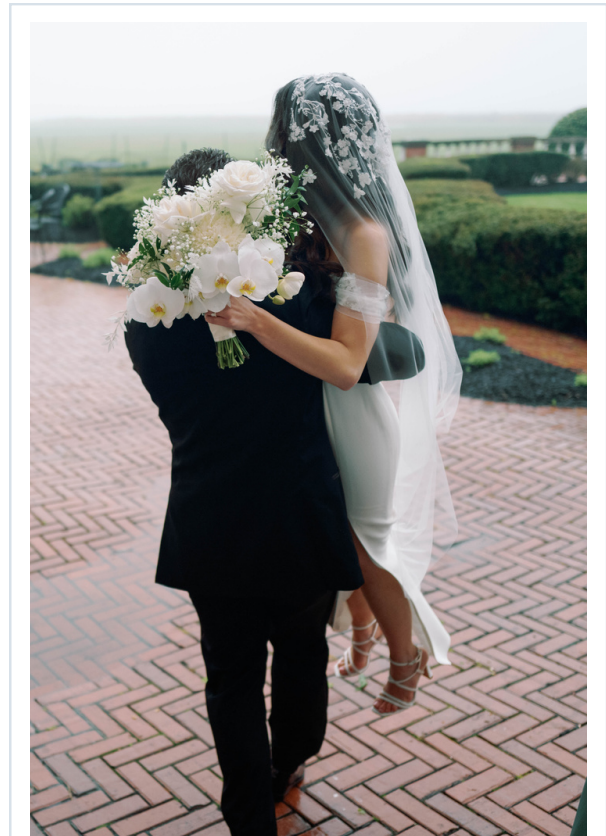
- Review of all vendor contracts and invoices for vendors hired thus far
- Assistance with managing and tracking the wedding budget
- Organization of all vendor logistics regarding next steps and deadlines
- Customized client planning checklist

● PLANNING + PRE WEDDING

- (4) phone/video meetings with your planner
- Unlimited email communication during business hours
- (2) site visits at your venue
- Coordinating guest accommodations and transportation logistics
- Curating a master timeline for the wedding day
- Curating and communicating the wedding weekend itinerary, and morning of timeline
- Designing the floorplan and wedding layout diagram
- Ongoing communication and coordination with vendors & venue
- Organize all final vendor payments
- Gather all vendor insurance information, licensing and permits as necessary
- Coordinating the ceremony rehearsal with wedding planning team

● WEDDING DAY

- (10) hours on-site with your planning team
- (1) lead wedding coordinator and (1) assistant wedding coordinator on-site
- Management of all on-site communication with the venue & contracted vendors
- Directing the ceremony processional and all reception traditions
- Assisting the couple, family, wedding party, and guests as needed
- Assistance with decor placement the day of (ie; place cards, favors, guest book)
- Collect any personal items at the end of the wedding
- Distribution of any final payments or gratuities to vendors
- Fully equipped "Wedding Day Emergency Kit"



month of management

*forever &
always*

Feeling stuck on how to wrap up your final wedding steps? This package comes with all the logistical bells & whistles to plan for a successful wedding day.

what to expect

● PLANNING

- (1) initial planning video /phone call and (1) each week during the month of
- Unlimited email communication during business hours
- Finalize logistics of guest accommodations and transportation
- Creation of the master timeline for the wedding day
- Creation of the getting ready timeline and wedding weekend itinerary
- Floorplan and wedding layout design diagram
- Ongoing communication and coordination with vendors & venue
- Organize all final vendor payments
- Gather all vendor insurance information, licensing and permits as necessary
- (1) hour ceremony rehearsal with wedding planning team

● WEDDING DAY

- (10) hours on-site with your planning team
- (1) lead wedding coordinator and (1) assistant wedding coordinator on-site
- Management of all on-site communication with the venue & contracted vendors
- Assistance with decor placement the day of (ie; place cards, favors, guest book)
- Collect any personal items at the end of the wedding
- Distribution of any final payments or gratuities to vendors
- Fully equipped "Wedding Day Emergency Kit"



day of management

love birds

From managing vendors to keeping the timeline on track, we have the logistical skill set to orchestrate your seamless wedding celebration.

what to expect

● PRE PLANNING

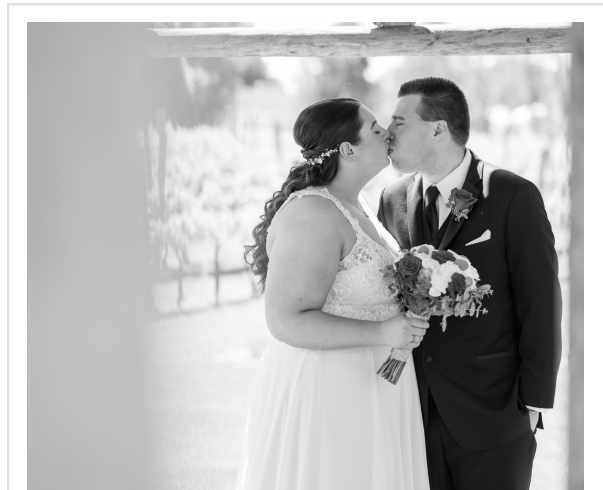
- Collect all vendor information, contract evaluation + communication
- Customized client to do checklist

● PLANNING

- (2) planning video /phone calls
- Unlimited email communication during business hours
- Creation of the master timeline for the wedding day
- Creation of the getting ready timeline and wedding weekend itinerary
- Ongoing communication and coordination with vendors & venue
- (1) hour ceremony rehearsal with wedding planning team

● WEDDING DAY

- (10) hours on-site with your planning team
- (1) lead wedding coordinator and (1) assistant wedding coordinator on-site
- Management of all on-site communication with the venue & contracted vendors
- Assistance with decor placement the day of (ie; place cards, favors, guest book)
- Collect any personal items at the end of the wedding
- Distribution of any final payments or gratuities to vendors
- Fully equipped "Wedding Day Emergency Kit"



design concept 1

wedding bells

We're here to sprinkle your wedding day with a generous dose of creativity, style, and pure enchantment with our design package.

what to expect

● PRE-PLANNING

- (1) initial design consultation meeting to review the client questionnaire
- Source vendors that fit the wedding style, aesthetic, and client budget
- Vendor recommendations, contract review, negotiation, and hiring
- (1) site visit at your venue to review the design direction and options
- Customized client planning checklist
- Assistance with the delegation of the overall design budget to each decor category

● DESIGN

- (1) follow up design meeting to review the event presentation
- A custom wedding mood board to establish the wedding aesthetic and design direction
- Accompaniment on your choice of (2) design or rental meetings
- Floorplan and wedding layout design diagram
- Assistance with curating your wedding stationary
- (2) rounds of design board revisions



design concept 2

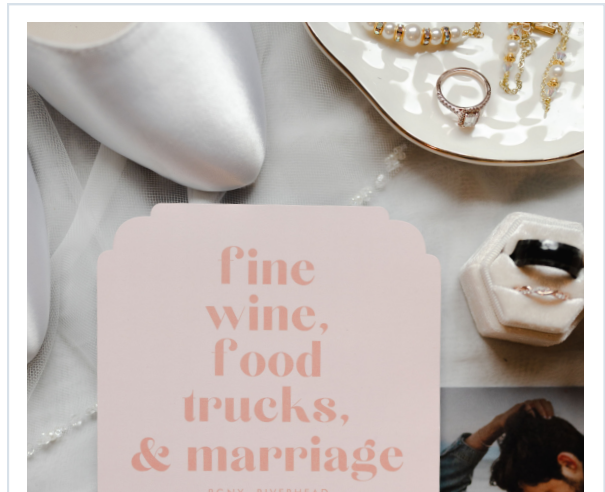
party of 2

This design concept provides you with all of the beautiful details you desire, and the tools to help you achieve them. We get the ball rolling so you can take care of the rest!

what to expect

DESIGN

- (1) initial design consultation meeting to review the client questionnaire
- (1) follow up design meeting to review the event presentation
- A custom wedding mood board to establish the wedding aesthetic and design direction
- Choice of 5 categories plus an overall direction and color scheme slide, included in your mood board
- A list of 2-3 vendor recommendations per category
- Descriptions of the services and details to request when inquiring with vendors, with helpful tips and templates
- Customized client planning checklist
- Assistance with the delegation of the overall design budget to each decor category
- (1) round of design board revisions



wedding consulting

*to have &
to hold*

Your wedding consultant is available virtually on as needed basis to help answer all of your questions and advise as needed up to your big day!

what to expect

- Access to resources, documents and tools created by a professional wedding planner
- Discuss budget friendly tips and tricks and how to manage your spending
- Collection of your venue and vendor contracts for professional review and recommendations
- Recommendations on staying organized throughout the wedding planning process
- Advisement on time management related to the wedding day timeline
- Advisement on how to arrange your ceremony and reception floorplan
- Recommendations on how to streamline organized communication with all vendors
- Advisement on how to source and contract vendors, and what questions you should be asking

This package is booked at an hourly rate and conducted through a virtual video call. You may work with your consultant as many times as needed throughout your wedding day process.

starting at \$150 an hour



** THERE ARE NO ON-SITE MEETINGS OR COORDINATION INVOLVED IN THIS PACKAGE. WE DO NOT CREATE TIMELINES OR OTHER DOCUMENTS, NOR COMMUNICATE WITH YOUR VENDORS - THIS IS PURELY AN ADVISEMENT PACKAGE. **

a la carte add on services

We believe in giving you the freedom to customize and choose the exact services you need to make your dream day come to life. For any budget or need, you can cherry-pick from our a la carte services to add a dash of magic wherever you desire.

- Guest list and RSVP management
- Venue research
- Vendor appointment scheduling
- Accompaniment on additional meetings
- Menu curation, tastings and cake design
- Event budget management
- Assistance with guest seating arrangements
- Assistance with vendor form completion (ie; music list, permits or licensing)
- Additional on-site wedding day coordinators



Whether it's assistance with finding the perfect venue, crafting your seating chart, or curating a delectable menu, our team is here to make your wishes come true. So, go ahead and indulge in a planning experience tailored just for you.



final notes & farewell

office hours

Monday: 10 AM - 6 PM

Tuesday: *by appointment only*

Wednesday: closed

Thursday: 10 AM - 6 PM

Friday: *by appointment only*

Saturday- Sunday: *let's party!*

contact info

✉ alexa@eventfulbyalexa.com

☎ 631-339-0439

📍 PO Box 309, Shoreham
New York 11786

Email is the preferred method of communication; text may be utilized in emergency situations or event day. Phone calls or emails past office hours will be responded to Monday-Thursday, outside of emergency cases.

BASED IN LONG ISLAND, NEW YORK
SERVING THE TRI-STATE AREA & DESTINATION

   @EVENTFUL.BYALEXA

payment information

Credit cards accepted for first payment/retainer only with a waived processing fee. A 3.5% processing fee applies to all subsequent payments paid with a credit card. Zelle, Venmo, cash and check (made out to Events by The Boxed Party) are also accepted forms of payment. The final balance must be paid in cash or certified check only no later than 2 weeks prior to the event date.