

BRONTË BRIDE



2024

Community Membership INFORMATION PACKET

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PHOTO CREDITS:

Cover Credits (left to right):
Meg Seitz Photography,
Malorie Reiter Photography,
Kelsey Vera Photography,
Meg Seitz Photography, RB on film
Inside Credits:
Conienis/Pg 1: Kaiiy Body Photography //
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Ana Douglas Photography, Nicole Delaine Photography //
Pg 4: Nora Hanako Photography // Pg 5: Bronie Taylor Photography,
Kaiiy Body Photography, Nora Hanako Photography, Julie Jagi
Photography, Jenny Jean Photography // Pg 7: Photography by Taiya //
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Brontë Bride is a local West-Canadian Wedding Publication & Resource dedicated to sharing and showcasing beautiful local wedding inspiration, helpful planning resources, and amazing West-Canadian wedding vendors! We aim to offer something special to the modern couple; to not only share incredible inspiration from real local vendors, and real Canadian weddings, but to also educate & collaborate with our local community.

We want to bridge the gap between local brides and vendors by being a genuinely helpful resource – readily available to local couples and vendors – that provides transparency, education and information about the wedding industry. We strive to provide all the best professional tips, helpful tools, real experiences, and transparent advice that we can, year after year.

We're excited to play our part in sharing the best inspiration, education, and vendors in Western Canada, through encouraging creativity, supporting our members, and sharing beautiful love stories from real couples. We are dedicated to promoting local businesses, inspiring and educating budding creatives, and building a brand that's focused on inclusivity, authenticity, and ingenuity.



WHAT WE'RE ALL ABOUT



INSPIRATION

Our desire is to showcase content that is not only inspirational, but that also brings something new to the table. If it inspires us, we know it will probably inspire our brides! We love modern design, appreciate authentic love, & value transparent pricing.

We want to stay local, so we're focused on featuring inspiration, vendors, and couples, that are local to Alberta & BC!

We also create inspirational content annually, through our editorials, workshops, & shootouts.



EDUCATION

It's important to us to be a source of education, to truly educate & share knowledge with brides and couples, and even those new to the industry!

You can see this tenet coming to life more recently in our True to Hue workshops, as we offer educational workshops and resources for local photographers and videographers. However, our vision for Brontë Bride extends much further! We want to offer workshops & seminars for all kinds of vendors, as well as for brides & couples. For now, we will continue to fulfill our mission by sharing content on the blog that helps to educate current and future brides!



COLLABORATION

At the heart of everything we do is a desire to collaborate with our local industry and come together in community. We love celebrating our Brontë Bride Community vendors, and love to collaborate and create with them even more!

We think collaboration is at the center of true community, and so in everything we do, we try to work with community vendors. From our styled editorials, to our workshops, to our blog posts, our goal is always to collaborate with our local industry vendors! Collaboration breeds innovation and fosters real relationships, so we always get excited when collaborative opportunities arise!



OUR COMMUNITY

Our aim is to be as much for our local vendor community, as it is for the local couples getting married. We want each of our vendors to feel like they are more than just “on a vendor guide”, but part of a community; a community of collaboration, and creativity, and ingenuity, and innovation, and of encouragement, support, and authenticity.

We aim to be a creative hub and inclusive community where vendors feel welcomed, encouraged, supported, and understood – one that local vendors and businesses are excited to join and partner with.

Becoming a BB Member truly isn't about just being listed on our vendor guide (although it is an awesome perk), it's about being a part of something bigger: we give our vendors opportunities to collaborate on projects, create new and innovative work, educate couples with your expertise, participate online and in community events, and becoming more connected to other vendors in your industry.

Our vendors are what make our community so great, and their contributions allow us to continue sharing such great advice and education, & stunning local inspiration! Because you see, the support goes both ways! We love to promote our members and their work, and moreso, we love when our members get more involved in the community with contributing their time and expertise towards projects like educational blog posts, wedding submissions, TTH workshops, and WRL resources!

COMMUNITY MEMBERSHIP

Our goal is to offer our members a community; one filled with collaboration, creativity, inclusiveness, openness, and authenticity. When a new member joins our community, we do a happy dance knowing that they believe in what we're doing here and want to be a part of it too! Join us and help support our mission for growth, connection, and education in the industry!

As a Brontë Bride Member, you will be listed on our online vendor guide and readily available for all our brides searching for top-tier vendors for their own wedding!

We offer so much more to our members than just a guide. Our goal is to be a community for our members; one filled with collaboration, creativity, inclusiveness, openness, and authenticity. And we're continuously working on how to offer more ways and better methods to make members feel appreciated and connected. As we grow, we aim to be more consistent and intentional about the ways we do this.

SOME OF THE PERKS:



Opportunities to collaborate in editorials & TTH shootouts



Increased SEO & Social Media Reach



Priority for blog contributions & features



First dibs for collaborative posts & calls for submissions



Meeting & connecting with other local vendors



Direct Access to our Blog Manager for submissions

MEMBERSHIP OPTIONS

We currently offer 3 “levels” of Vendor Membership (Principal, Prime, & Boutique) along with Venue Membership.

This format allows us to grow our community & be able to provide services and networking opportunities to a multitude of local Canadian vendors and businesses!

What’s Included in each of our membership packages:

- Online Vendor Guide Profile
 - Social media shoutouts, repins & shares
 - Priority for blog contributions, submissions and collaborations
 - Opportunities to collaborate with True to Hue, The Wedding Resource Library, & The Brontë Boutique
 - Monthly newsletter updates featuring upcoming events, reminders, encouragement, and how to get involved
 - Discounts on online advertising packages
 - Renewing members receive \$50 off their annual membership fee
 - Featured in the rotating Member Gallery on Brontë Bride’s monthly newsletter!
- & SO MUCH MORE!

You can always reach out to us if you have any questions regarding the different levels of membership, which category you fit into, or how the pricing works!

PRINCIPAL

Principal Membership is the most popular membership type, and was made for service-related vendors: Photographers, Videographers, Florists, Hair & Makeup Artists, Planners & Coordinators.

Additional perks include: link to a full wedding image gallery or highlight/intro video on profile page, \$25 off True to Hue shootout & workshop registration, additional social media posts, pins, and shares, and more!

PRICE: \$249 + TAX

PRIME

Prime Membership was created with other (more product-based) vendors in mind, such as Cakes & Catering, Rentals + Decor, Music & Entertainment, Stationery & Signage, Officiants, and others.

Additional perks include: opportunities to be featured in collaborative inspiration blog posts and Instagram inspiration posts, opportunities to participate in True to Hue shoutouts & workshops, & BB giveaways, and more!

PRICE: \$149 + TAX

BOUTIQUE

Boutique Membership is for niche product based vendors and businesses, like bridal boutiques, fashion & jewelry designers, wedding gifts & accessories vendors, etc., who also have an online storefront.

Additional perks include: 1 free listing in Brontë Boutique + 50% off additional listings, 1 featured favourite in our rotating “local favourites” gallery in the BB Boutique , additional “favourites” or “about” section on their vendor profile page.

PRICE: \$99 + TAX

VENUE

Venue Membership is specifically made for our Amazing local Venue Community!

Additional perks include: being featured on Brontë Bride’s homepage as one of our favourite local venues, collaboration & promotion opportunities with Brontë Bride, True to Hue, and other local vendors, fresh marketing content from collaborations we design & create, included in our venue features on the blog, additional social media posts, pins, and shares, and more!

PRICE: \$129 + TAX

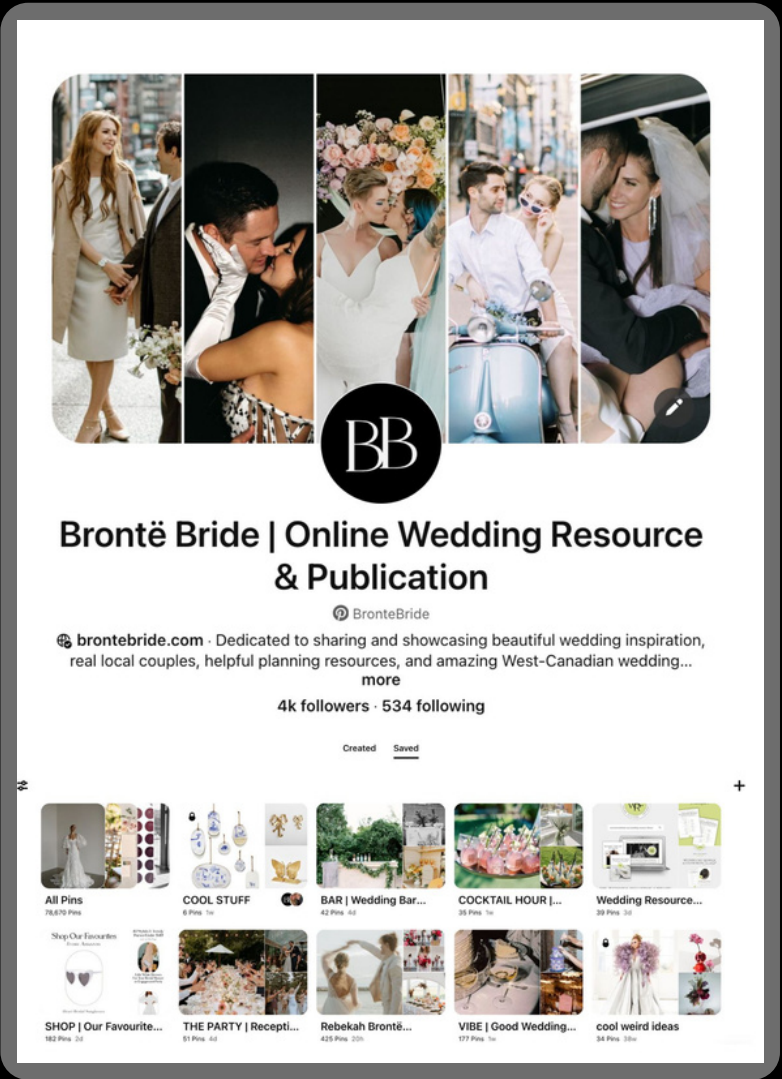
STAYING LOCAL

We're local. That's who we are and what we're about, so we try to make sure that everything we do supports our local vendors, couples, and community.

We are truly focused on staying local and reaching our local West-Canadian couples. Beyond sharing local inspiration and promoting local vendors, we also coordinate multi-company collaborative giveaways focused on building our Canadian following, only feature weddings and inspiration within Western Canada (or submitted by West-Canadian vendors) and we put every marketing dollar we have towards targeted campaigns for West-Canadian brides and couples.

When you look at our audience, we are happy to say they are local Canadian brides, couples, & vendors who appreciate beautiful weddings and local inspiration.





A LOOK AT THE NUMBERS

GOOGLE SEARCH & ORGANIC CLICKS/MONTH	2.8 K
WEBSITE PAGE VIEWS/MONTH	1.5 K
UNIQUE WEBSITE USERS/MONTH	5.6 K
NO. OF INSTAGRAM FOLLOWERS	6.2 K
INSTAGRAM IMPRESSIONS/MONTH	49 K
NO. OF PINTEREST FOLLOWERS	4.1 K
PINTEREST IMPRESSIONS/MONTH	1.9 M
PINTEREST REPINS/MONTH	12.4 K



PEOPLE & PARTNERSHIPS

BB COMMUNITY VENDOR GUIDE MEMBERS	90+
NO. OF TTH SHOOTOUTS & WORKSHOPS	8
NO. OF COLLABORATIVE GIVEAWAYS	12
BB BRIDES NEWSLETTER SUBSCRIBERS	600+
NO. OF TTH ATTENDEES	50+
TTH EMAIL LIST SUBSCRIBERS	500+

TESTIMONIALS

culture & community



"I LOVE Bronte Bride so much! I love the aesthetic, vibe and range of vendors included and knowing they all align with my own personal and business style makes it that much more fun to get involved and be creative with others! BB is so organized, consistent, inclusive and stylish and I am so proud to be a member. I have been a part of other vendor collectives and Brontë Bride has definitely benefited my business the most and helped created amazing connections and friendships."

CHELSEA FROM COCO & ASH EVENTS
wedding planner, calgary



I truly value being a member of the Brontë Bride community! It feels amazing being part of a collective with other artists, a safe place to hone in and play with our creativity together! I am always hugely inspired by the various gorgeous shoots BB creates. I love the creative connections I've made and have grown so much with my time in this community.

NIKKI COLLETTE
photographer, red deer



"Being part of the Bronte Bride Community has given me so much more than I could have imagined. The community really has felt like a community, which at times has been hard to find in a 'competitive' industry. I have also met so many amazing people through Bronte Bride, and can't wait to meet more face to face in the future, not to mention some clients coming my way through the Vendor Guide as well. Thank you for bringing us together!"

KAITY BODY
photographer, calgary



The more I get to know Brontë Bride the more I fall in love. I became a member and have made so many new friendships because of it. A lot of wedding blogs these days are based in the US, which is fine for inspiration, but it is nice to finally find a community of like-minded people within Canada. It is also a great resource for wedding couples to find local vendors to join their wedding day team.

JULIE JAGT
photographer, vancouver

TESTIMONIALS

business & growth



"Bronte Bride has helped my business grow in multiple ways. It has provided me teaching opportunities by leading film workshops. It has also generated beautiful, curated content through true to hue shootouts, and has connected me to some of my best friends in the industry. One of my favourite couples was also a direct referral from Bronte Bride. Being a creative entrepreneur can be lonely sometimes and I'm grateful for the community that Bronte Bride has cultivated amongst so many talented vendors."

JENNY JEAN
photographer, edmonton



"I feel like Bronte Bride has quite a few opportunities for features and I appreciate the marketing presence it brings to our company. Not to mention, I feel like we are in great company with the vendors chosen for the directory."

CHLOE FROM CNC EVENT DESIGN
wedding planner, calgary



"Bronte Bride has been a wonderful resource for our business and a great community to be a part of! We're grateful for the many inquiries and amazing couples that have come our way from being listed on their vendor page. We are constantly inspired by the many styled shoots and the other wonderful vendors we are part of this community alongside".

TIM + COURT PHOTO AND FILM
photographer + videographer, calgary



"I've booked my biggest wedding client for next year that came through as a referral from the Brontë Bride website. The bride was raving about how much easier her wedding planning became after she found Brontë Bride and that all the info was in one place and easy to navigate."

ANGELA FROM A LIST STUDIO
videographer, calgary

TESTIMONIALS

clients & collaborations



Bronte Bride is the HEART of the wedding community. From the endless creativity, client and vendor connections, True to Hue workshops... there are too many things to mention why I love Brontë Bride!

LAURIE FROM HEN & CHICKS
florist, calgary



I love the community that Brontë Bride curates. I can confidently send my couples to any of the vendors in the community! It's been great to meet other vendors, and work together on creative shoots. Bronte Bride's creative style is always ahead of the curve when it comes to trends, and I love the opportunity to work with like minded vendors.

TAMARA FROM BAKE MY DAY
cakes & desserts, calgary



I've been a member of Brontë Bride now for a few seasons and even though I am located in Ontario, Rebekah and her team have still made me feel part of the Brontë Bride family. The support they have shown my small business over the last few years has been nothing short of amazing and I love all of the creatives opportunities that we get to be involved in!

BLAIR NADEAU BRIDAL ADORNMENTS
jewelry, ontario



I have been a Brontë Bride Member for a while now, and I'm so honoured to be a part of the community alongside some amazing vendors. The BB Community has allowed me to build connections with other vendors, which can be difficult to do in a sometimes lonely industry! I love what Brontë Bride provides for couples in the midst of planning a wedding, and it is so exciting to be a part of that!

MALORIE REITER
photographer, lethbridge

LETTER FROM THE FOUNDER

“When I started Brontë Bride just a few years ago, I set out to create platform that focuses on building a local community of vendors, and providing helpful tools, advice and resources to Canadian couples.

My goal for Brontë Bride is to be Western Canada’s go-to resource for everything weddings! My vision for Brontë Bride is to be an educational resource, a helpful tool, a supporter of small business, a creative hub, an igniter of creativity, a galvanizer of community, and so much more! I am so passionate about this community we are building, and can’t wait to keep growing and building.

Brontë Bride is still learning and growing so much, and we are constantly striving to serve our couples and our vendors better every day! As a new publication, resource, and community, we still have a lot to learn, and a lot more to grow, and we need the support, resources, and expertise, of our community members to do that! In the coming year, we are so excited to welcome new members, listen to the insight, feedback, and ideas from our current members, and introduce so many new ways to connect, collaborate, and contribute! We’ve only just begun. Just wait til you see what we have in store for the coming years!”



REBEKAH@BRONTEBRIDE.COM

@REBEKAHBRONTE.DESIGNS

JOIN THE BB COMMUNITY



We're excited to partner with all kinds of vendors in the wedding industry to create a community of collaboration, education, and inspiration!

We are excited to showcase vendors with different styles, & price points. We feature only the most trusted and talented wedding professionals available for your wedding. Please know we do have certain professional and aesthetic standards that vendors must comply with to be accepted into our Vendor Community. All our vendors are properly vetted to ensure the vendors we are referring and promoting are of the highest quality.

We are so proud of the vendor community we have curated these past few years, and are so excited to continue to build our brand, and add new amazing Canadian vendors to our community from all over Alberta and British Columbia!

APPLY TO BE A MEMBER