



WELCOME

eventful

· BY ALEXA ·

eventful parties

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

hi there! behind the scenes

My name is Alexa, hence Eventful by Alexa.

I graduated from The Fashion Institute of Technology with an A.A.S. in Business Management, a B.A in Marketing Communications, with a minor in Visual Design Concepts.

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.

I am able to gather inspiration from all around me, that translates through my event designs. As much as I love designing a beautiful and eye catching event, I have a passion for elevating the guest experience by incorporating thrilling entertainment, fun foods with customized branding, and interactive elements- for an event that truly no one will forget.

We have a group of skilled event planners and designers within our team that are excited to bring your vision to life, beyond what you could have ever imagined!



alexa ferraro

FOUNDER + EVENT DESIGNER



thank you

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

our eventful *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. Together, we'll navigate the best way to assist you in your event planning process!

02.

MAKE IT OFFICIAL

Once your date is locked to our calendar with a signed contract and retainer, we will begin to create your custom client portal. Then headed straight to your mailbox is a client folder filled with everything you will need for a seamless planning experience, before scheduling your onboarding call to kick it all off!

03.

DESIGN + PLANNING

We'll put on our creative hats and get to work! Your dream event aesthetic and design direction is where all the magic comes alive – making your special occasion everything you hope for and more!

04.

THE BIG DAY

Drumroll, please – the big day is finally here! Get ready to kick back, relax, and enjoy 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 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

venue events

This full service planning package is for all events held within a venue, from the design concept to the seamless day of execution

PRE-PLANNING & DESIGN

- Access to a custom client portal for a seamless & organized planning experience
- (1) 45 minute initial design consultation and budget planning meeting
- (1) 1 hour site visit at your venue to review the design direction and options
- Creation of a custom event mood board to establish the aesthetic and design direction
- (1) 1 hour design meeting to review the event presentation
- Source vendors that fit the event style, aesthetic, and client budget
- Event budget tracking, development and management
- Task management, milestone building and monthly project status updates
- (1) round of design board revisions

PLANNING + LOGISTICS

- Email communication with event planner and admin team during business hours
- Ongoing communication with hired vendors & venue
- (2) 1 hour planning meetings
- (1) 1 hour final site visit walk-through at venue
- Vendor negotiations, contract reviewal and venue communication (for up to 8 vendors)
- Assist with the catering selection, proposals and tasting scheduling
- Creation of the master event day timeline; catering, photo/video, traditions, setup/breakdown
- Designing the venue floorplan and decor layout diagram
- Organize a tracker for all vendor deposits & final payments, and send reminders
- Gather all vendor insurance information, licensing and permits as necessary



PACKAGE CONTINUED ON THE
FOLLOWING PAGE

full service cont.

venue events

This full service planning package is for all events held within a venue, from the design concept to the seamless day of execution

FINALIZATION LOGISTICS

- (1) 45 minute final event meeting (in-office)
- Distribution of all necessary event paperwork to vendors (such as; contact list, production timeline, load-in and parking information, floorplan and seating chart, allergy or dietary restrictions, rental lists)
- Review all client and vendor provided inventory to ensure nothing is missing
- Provide suggestions for vendor gratuities
- Decor and material shopping and pick up's from vendors
- Management of all client & event inventory for rentals and goods

DAY OF EXECUTION

- Management of all on-site communication with the venue & contracted vendors
- (1) lead coordinator on-site for up to 4 hours
- Team of 2 event stylists on-site for event & decor set up for up to 3 hours
- Team of 2 event stylists on-site for event & decor breakdown for up to 1 hour
- Assistance with transitions and decor set up throughout the event
- Collect any personal items at the end of the event
- Distribution of any final payments or gratuities to vendors if preferred
- Fully equipped "Event Emergency Kit"



starting at
\$5,750

OPTION TO WORK WITH AN ASSOCIATE PLANNER
STARTING AT \$ 4,500

off- premise full service

off-site events

This full service planning package is for all events held at an off-premise venue, such as a private residence or any unconventional event space

PRE-PLANNING & DESIGN

- Access to a custom client portal for a seamless & organized planning experience
- (1) 45 minute initial design consultation and budget planning meeting
- (1) 1 hour site visit with the tent/rental company to review the design direction and off-site rental options
- Creation of a custom event mood board to establish the aesthetic and design direction
- (2) 1 hour design meeting to review the event presentation
- Source vendors that fit the event style, aesthetic, and client budget
- Event budget tracking, development and management
- Task management, milestone building and monthly project status updates
- (1) round of design board revisions

PLANNING + LOGISTICS

- Email communication with event planner and admin team during business hours
- Ongoing communication with hired vendors & venue
- (2) 1 hour planning meetings
- (1) 1 hour final site visit walk-through at venue
- (2) 1 hour mock up meetings with design and/or rental vendors
- (1) 1 hour final details call with catering and staffing vendors
- Vendor negotiations, contract reviewal and venue communication (for up to 12 vendors)
- Assist with the catering selection, proposals and tasting scheduling
- Creation of the master event day timeline; catering, photo/video, traditions, setup/breakdown
- Designing the venue floorplan and decor layout diagram
- Organize a tracker for all vendor deposits & final payments, and send reminders
- Gather all vendor insurance information, licensing and permits as necessary



PACKAGE CONTINUED ON THE
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off-premise service cont.

off-site events

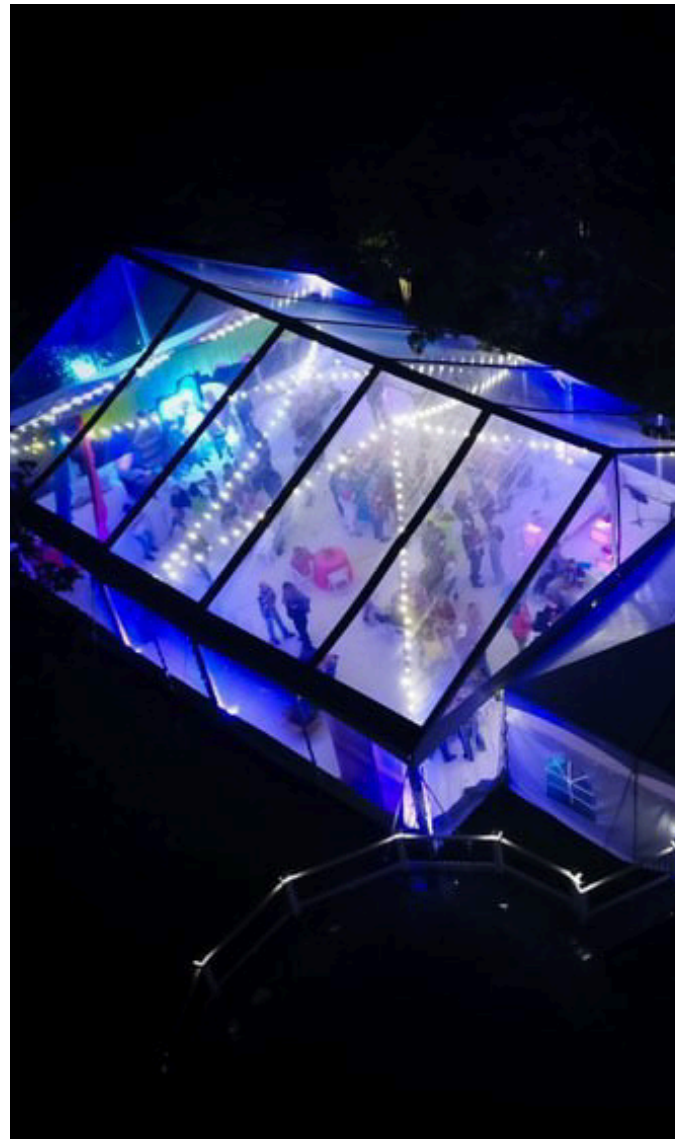
This full service planning package is for all events held at an off-premise venue, such as a private residence or any unconventional event space

FINALIZATION LOGISTICS

- (1) 45 minute final event meeting (in-office)
- Distribution of all necessary event paperwork to vendors (such as; contact list, production timeline, load-in and parking information, floorplan and seating chart, allergy or dietary restrictions, rental lists)
- Review all client and vendor provided inventory to ensure nothing is missing
- Provide suggestions for vendor gratuities
- Decor and material shopping and pick up's from vendors
- Management of all client & event inventory for rentals and goods
- Planner on-site during check-in's for tent and rental deliveries & installation week of the event (up to 3 hours)

DAY OF EXECUTION

- Management of all on-site communication with the venue & contracted vendors
- (1) lead coordinator and (1) assistant coordinator on-site for up to 4 hours
- Team of 3 event stylists on-site for event & decor set up for up to 4 hours
- Team of 2 event stylists on-site for event & decor breakdown for up to 1 hour
- Assistance with transitions and decor set up throughout the event
- Collect any personal items at the end of the event
- Distribution of any final payments or gratuities to vendors if preferred
- Fully equipped "Event Emergency Kit"



starting at
\$9,500

OPTION TO WORK WITH AN ASSOCIATE PLANNER
STARTING AT \$ 7,500

intimate gatherings

intimate events

This package is for intimate gatherings & celebrations with under 20 guests; such as a house warming, a luncheon, or a dinner party

PRE-PLANNING & DESIGN

- Access to a custom client portal for a seamless & organized planning experience
- (1) 45 minute initial design consultation and budget planning meeting
- (1) 30 minute site visit at your venue to review the design direction and options
- Creation of a custom event mood board to establish the aesthetic and design direction
- (1) 1 hour design meeting to review the event presentation
- Source vendors that fit the event style, aesthetic, and client budget
- Event budget tracking, development and management
- Task management, milestone building and monthly project status updates
- (1) round of design board revisions

PLANNING + LOGISTICS

- Email communication with event planner and admin team during business hours
- Ongoing communication with hired vendors & venue
- (1) 1 hour planning meeting
- (1) 30 minute final site visit walk-through at venue
- Vendor negotiations, contract reviewal and venue communication (for up to 5 vendors)
- Assist with the catering selection, proposals and tasting scheduling
- Creation of the master event day timeline; catering, photo/video, traditions, setup/breakdown
- Designing the venue floorplan and decor layout diagram
- Organize a tracker for all vendor deposits & final payments, and send reminders
- Gather all vendor insurance information, licensing and permits as necessary



PACKAGE CONTINUED ON THE
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intimate gatherings cont.

intimate events

This package is for intimate gatherings & celebrations with under 20 guests; such as a house warming, a luncheon, or a dinner party

FINALIZATION LOGISTICS

- (1) 45 minute final event meeting (in-office)
- Distribution of all necessary event paperwork to vendors (such as; contact list, production timeline, load-in and parking information, floorplan and seating chart, allergy or dietary restrictions, rental lists)
- Review all client and vendor provided inventory to ensure nothing is missing
- Provide suggestions for vendor gratuities
- Decor and material shopping and pick up's from vendors
- Management of all client & event inventory for rentals and goods

DAY OF EXECUTION

- Management of all on-site communication with the venue & contracted vendors
- (1) lead coordinator on-site for up to 4 hours
- Team of 1 event stylist on-site for event & decor set up for up to 3 hours
- Team of 2 event stylists on-site for event & decor breakdown for up to 1 hour
- Assistance with transitions and decor set up throughout the event
- Collect any personal items at the end of the event
- Distribution of any final payments or gratuities to vendors if preferred
- Fully equipped "Event Emergency Kit"



starting at
\$3,500

OPTION TO WORK WITH AN ASSOCIATE PLANNER
STARTING AT \$ 2,750

design consultation

event design

This package is perfect for conceptualizing the event design and aesthetic with a beautifully curated mood board, designed by a pro

PRE-PLANNING & DESIGN

- Access to a custom client portal for a seamless & organized planning experience
- (1) 1 hour initial design consultation meeting
- (1) 1 hour follow up design meeting to review the event presentation
- A custom event mood board to establish the event aesthetic and design direction
- Choice of 3 categories plus an overall direction and color scheme slide, included in your mood board
- Provide 2-3 vendor recommendations per category and gather quotes, when applicable
- Source vendors that fit the event style, aesthetic, and client budget
- (1) 30 minute site visit at your venue to review the design direction and options
- Assistance with the delegation of the overall design budget to each decor category
- Email communication with event planner and admin team during business hours

DESIGN CATEGORIES

- Stationary (invitations, save the dates, thank you cards)
- Day of Event Stationary (menus, gift bags, place cards)
- Florals and Lighting
- Tablescape (dinnerware, chargers, linens)
- Favors
- Focal Decor Display (balloons, floral wall, rentals, etc.)
- Entertainment (band, dancers, musicians, live painter, cigar roller, interactive activity station)
- Seating Chart Display
- Signage (welcome, signature drinks, table top signage, directional signage)
- Miscellaneous Decor (welcome area, exit ideas, guest book, etc.)



starting at
\$2,000

ADDITIONAL CATEGORIES MAY BE ADDED ON FOR \$350 EACH. THE NUMBER OF CATEGORIES INCLUDED IN THE PACKAGE CAN BE ADDED ON TO, BUT CANNOT BE SUBTRACTED.

**OPTION TO WORK WITH AN ASSOCIATE PLANNER
STARTING AT \$ 1,500**

event guidance & consulting

hourly retainer

This hourly retainer option is perfect for the host who needs a little extra professional guidance, within any stage of the planning process

THIS PACKAGE IS PERFECT FOR:

- hosts seeking planning/design services for an individual decor service (such as a dessert table, focal wall display, favors
- guidance with applying for permits for tent structures, liquor, traffic, and more
- professional assistance with creating an event floorplan or timeline
- hosts seeking assistance with event organization such as budget management, or access to our template & resource library
- sourcing vendor recommendations and/or gratuity suggestions



starting at

\$125 AN HOUR

OPTION TO WORK WITH AN ASSOCIATE PLANNER
STARTING AT \$ 75 AN HOUR

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.

- 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.



office hours

Monday: closed

Tuesday: 10 AM - 3 PM

Wednesday: 10 AM - 6 PM

Thursday: 10 AM - 6 PM

Friday: by appointment only

Saturday- Sunday: let's party!

contact info

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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 are also accepted forms of payment. The final balance is due no later than 2 weeks prior to the event date.