



HERITAGE FLORAL *Co*

SERVICES *and*  
PRICING GUIDE

# IN THIS GUIDE

*Find what you're looking for...*

Welcome .....	01
About .....	02
Our style .....	03
Services & investment .....	04
Ceremony .....	06
Reception .....	08
Installations .....	09
Candles & styling .....	10
Our process .....	11
The wedding day .....	12
FAQs .....	13
Testimonials .....	14
Industry friends .....	16





# HELLO & WELCOME!

*It's nice to meet you!*

I'm so glad you've picked up this guide and are considering Heritage Floral Co. for your upcoming wedding. We'd love to be a part of your special day!

I created this guide to help clarify our process and give you a clear understanding of what it would be like to work with our team. The wedding flower industry can be very secretive, so I hope this helps to explain a bit about our floristry style, how our pricing works and what services we can offer.

We've refined our style and offerings to align with our ideal, dream couples. After reading this, if you think that we are the right fit for your wedding then I'd love to hear from you via the contact form on our website.

2024 is shaping up to be another big year, let's create something beautiful!

*Nicola xoxo*



# MEET NICOLA

OWNER & FLORAL DESIGNER

Born and raised in Sydney, Australia, I dabbled in retail floristry before I began freelancing for other wedding designers. I've worked at Sydney and Bowral's best venues, prepped in various studios and wild weather conditions, bringing each wedding to life.

My own business venture began in January, 2020 and has since flourished.

Our studio is filled to the brim most weekends with fresh blooms, a constantly growing collection of inventory, and cooling facilities, as we design 30+ beautiful weddings per year.





# OUR STYLE

WHAT YOU SHOULD KNOW

With exceptional flower knowledge and an eye for pairing blooms, we specialise in floral arrangements that have a loose, romantic feel with a variety of textures and tones. I match your colour palette with a soft, garden-inspired aesthetic. Think large unstructured arrangements, fluffy petals and seasonal foliage.

If you're a couple that's laid back, love our style of floristry and are open to various varieties of wedding blooms — let's chat

## *We like*

- Airy, natural-looking bouquets
- Timeless, ceremony backdrops featuring Roses, seasonal flowers and greenery
- Quality ceramics and candles
- Choosing flower varieties based on seasonality and working with nature

## *Not our style*

- Tight, round bouquets
- Boho style dried flowers or popular trends
- Eucalyptus table garlands
- Faux, preserved or silk flowers

# SERVICES *and* INVESTMENT

HOW WE CAN MAKE YOUR BUDGET WORK BEST

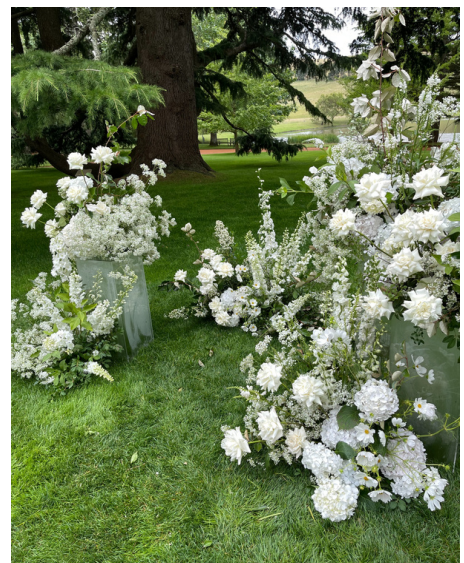
This is just a guide (not a set package) - each quote will be tailored to your specific needs. This guide is based on a combination of foliage and florals. Floral-only weddings will incur a higher cost.

## BASE

\$6,000 - \$7,000

What this could look like:

- Bouquets and buttonholes
- Ceremony backdrop in our signature style
- Bud vases for up to 120 guests
- Some bridal table arrangement & candles
- Delivery, set up, pack down



## SIGNATURE

\$7,000-\$10,000

Most Heritage Floral Co. couples sit within this tier.

What this could look like:

- Bouquets and buttonholes
- Statement ceremony backdrop
- Ceremony aisle arrangement x 2
- Centrepieces in ceramic bowls OR bud vases with candles for guest tables
- Some bridal table arrangements & candles
- Delivery, set up, pack down

# SERVICES *and* INVESTMENT

CONTINUED...

## LUXE

\$10,000-\$15,000

What this could look like:

- Bouquets and buttonholes
- Statement ceremony backdrop, abundant coverage
- Ceremony aisle arrangement x up to 6
- Centrepieces in ceramic bowls x 15
- Candles for guest tables
- Bridal table arrangements & candles
- An installation: ceiling, bar or fireplace
- Delivery, set up, pack down



## ABSOLUTE ABUNDANCE

\$15,000+

All of the above, plus more!

Think an epic abundant backdrop or luxuriously full reception tables, along with a romantic, candlelit set up and team of professionals to bring it all together.





# CEREMONY BACKDROPS

These are just some of the designs that we love to create.

ARCH



FLOWER TOWERS



NEST / DECONSTRUCTED  
BACKDROP



URNS / ARRANGEMENTS  
ON PLINTHS





# CEREMONY ADDITIONS

AISLE ARRANGEMENTS



PETAL TOSS



WELCOME SIGN







# RECEPTION TABLES

BUD VASES / PIN FROG



LOW CENTREPIECE



BRIDAL TABLE FEATURE



ELEVATED CENTREPIECE





# STATEMENT INSTALLATIONS

MANTLE INSTALLATION



CEILING INSTALLATION



BAR ARRANGEMENT



CAKE MEADOW





# CANDLES AND STYLING

Candlelight adds a romantic ambience like no other. We source, colour-match and style your candles on the wedding day so that they tie in perfectly with your floral designs.

We most commonly use tall, coloured dinner candles in glass sleeves and holders but there are many options to choose from. Just tell us your guest count and we will take care of the rest!

For candle options, pricing and our range of glassware and ceramics for hire see our styling inventory catalogue on the website.

Need an extra stylist on the day to help with fruit styling, place cards, menus etc.? We take care of that too.



# OUR PROCESS

Your wedding will bloom with our fuss-free approach

01

## ENQUIRE

Enquire via our online form. We'll get in touch with estimated costs and a link to book in a twenty-minute video call to learn more about your day

03

## DEVELOP THE VISION

Closer to the wedding date a vision board is put together. Get a taste of the creative direction and our suggestions for candles and ceramics to match.

05

## YOUR WEDDING

The day has finally come! Our experienced team will be there at every step of the way from bouquet delivery to midnight pack down.

02

## BOOKING

It's time to make it official and secure your date. Accept our quote and submit a 30% deposit.

04

## FINAL DETAILS

The pre-event-catch-up. Logistics, finalising floral and styling items — six weeks before the day, we'll chat through it all.



# THE WEDDING DAY

The day has finally come! While you are soaking in the pre-wedding bliss, drinking mimosas and getting ready we will be carefully packaging your bouquets and filling the van with buckets of fresh blooms. We will make our way to your location to deliver your bridal party items, show you how to hold your bouquet and give you a huge hug before heading to the venue to set up.

At the venue we unload the van and the team gets started on creating a statement ceremony backdrop or your romantic reception set up. Following our run sheet, we work to the timings we've been given by the venue, ensuring that your ceremony set up is complete before your guests arrive.

While the ceremony is running we will be watching from afar, or grabbing a quick bite to eat. Once your guests have finished taking photos in front of your ceremony backdrop we will discreetly relocate sections of it to the reception area.

With every centrepiece finessed and candles lit, we will head back to the studio to unpack the van before returning to your venue around midnight for pack down.



## FIRST

*Smoked Salmon on Sour Dough*

*Watermelon and Feta Salad*

## SECOND

*Roasted Salmon and Artichokes*

*Creamy Mushroom Chicken with Fettuccine*

# FAQ'S

HAVE ANY QUESTIONS?

01

HOW FAR IN ADVANCE SHOULD I BOOK?

The perfect time to book is around 9-12 months in advance. We do take last minute bookings, subject to availability.

02

DO YOU SUPPLY CANDLES AND STYLING ITEMS?

Yes, we do! We supply quality candles and our couples can take advantage of our inventory including; ceramics, candle holders, glass candle sleeves, vases, table stands, plinths, arbours, urns, wishing well, table numbers and structures. View our styling catalogue on the website.

03

CAN I MAKE CHANGES TO MY QUOTE LATER ON?

Yes, you can continue to add items during the planning process. However, your total quote cannot be reduced by more than 10% after booking. We also finalise the look and feel of your flowers during the planning process - don't feel like you need to have everything locked in beforehand.

04

CAN YOU RECREATE ANOTHER FLORIST'S DESIGN?

We can use a photo as inspiration, but we will always make sure the design aligns with our brand and aesthetic. We want to work with couples who trust that we will create something beautiful and bespoke for their special day.

# LOVE NOTES

WHAT OUR CLIENTS SAY ABOUT US



Nicola understood exactly what we were after and she was a great communicator. We absolutely loved all the flowers she did for our wedding... they were so stunning, everything I had imagined and we had compliments all day.

XANTHE & MARK



Hands down, Nicola is the best vendor we've worked with for our wedding. She responded to all our enquiries in such a timely manner, and had great attention to the tiniest of details.

JENNIFER & RYAN



Our wedding was picture perfect and it was because of the stunning florals. Thank you for exceeding our expectations, we were so incredibly happy with everything you created for us and were truly blown away when we saw the reception room. Thank you for answering my countless emails - you were always so patient and helpful.

MADELEINE & MICHAEL



I don't even know where to start!!! I am absolutely blown away. Everything was phenomenal; every expectation and vision for what I thought it was going to look like was just totally exceeded. When I walked into the reception and got to my seat I just wept, it all looked so beautiful and I just can't thank you enough.

ZOE & GLENN



# SEASONALITY *and* AVAILABILITY

REMEMBER TO KEEP THIS IN MIND

We can never 100% guarantee that specific varieties of flowers will be available for your wedding day. Even if they are in season, flowers can be impacted by the weather, pests and freight. Imported flowers can be affected by global issues, holidays and biosecurity checks. To avoid disappointment we encourage our couples to keep an open mind, aiming for a colour palette and 'look and feel' for the day, rather than specific flower varieties. We will always do whatever it takes to go above and beyond for our weddings, but flower substitution is a common practice in the wedding and events industry.



# OUR INDUSTRY FRIENDS

WHO WE LOVE WORKING WITH

## 01 VENUES

*Bendoley Estate, Centennial Vineyards,  
Milton Park, Somerley House,  
Athol Hall, Montrose House*

## 02 PHOTOGRAPHERS

*Sheri McMahon, Weddings by Sam,  
Mitch Pohl, We Are Origami*

## 03 ON THE DAY COORDINATORS

*Hire a Bridesmaid, Samantha Burke  
Events, The Wedding Assistant*

*Like what  
you see?*



## LET'S MAKE SOMETHING BEAUTIFUL

We can't wait to hear more about your special day!

Submit an enquiry form via our website or have your wedding planner reach  
out via email at [hello@heritagefloralco.com](mailto:hello@heritagefloralco.com)