



*Event Design &
Pricing Guide*

2025 & 2026

Step Into My World



OWNER AND DESIGN
MASTER BEHIND STEEL
CITY FLORALS

I'M KAITLYN CAMELA

My company was founded out of my love for the dichotomy of the natural world and the realization that wedding floristry doesn't need to fit into a single mold either. We are at the intersection of grit and grace, having the work ethic and spirit of a true Pittsburgh yinzer with the vision and artistry of the finer things in life. I'm inspired by pushing design boundaries and curating each color story, & overall vibe to be a true reflection of how cool and unique each of our couples are.

UNDERSTANDING THIS FLORAL DESIGN GUIDE

The intention behind this floral guide is to provide a comprehensive overview of what I offer and my process. I firmly believe that an informed couple is an empowered one and I want to be sure we are the right fit for each other before you fully commit.

This guide is designed to walk you through our booking process, answer your questions, clarify our value and how we work and ensure every interaction you have is seamless and insightful.

The Process

NOT YOUR EVERYDAY FLORAL SHOP....

As a specialty florist we do not just take on any event that we can booked. What is important to me is if we are truly a good fit for each other. What about us made you want to learn more? What can we do to help you execute your vision to the highest standards while also staying in budget? We want to create a visual impact and feeling that both you and your guests may only experience for one night, but remember for a lifetime.

HERE'S WHAT THE PROCESS LOOKS LIKE:



Inquiry and Consulation

Fill out on our website steelcityflorals.com Date, location and budget is the most important info needed. We will then schedule a phone call consultation that usually lasts a half hour to an hour. We talk in depth about your vision for your event, how we can make the biggest impact to compliment your venue, time of year, theme, and any other important information.

Check Ins and Refinements

A 50% retainer is due upon booking that secures your date and officially gets you in our calendar. Then, at 1 month out point we will send you your finalized planner and do a check in to go over any changes needing to be made and the finalization of design before you were to pay the invoice.

01.

02.

03.

04.

Planner and Contract Prep

Once we gather all the required information, we put a custom planner together that details the color palette, all of the designs we will be providing, as well as our contract for services, and then a separate itemized quote sheet for you to review. At this time we will also place orders for any additional rentals such as linen's or other decor to complete the overall vision.

Day Of Delivery, Set Up & Breakdown

Everything is finalized, you are all paid up, all information is confirmed. The SCF team delivers the personals to your venue, sets up all requested designs and installs within the allotted time, and then will come back at the end of the night for breakdown if needed for a additional cost.

Do we match each others freak?



06

WE DO IF..

- ✓ You value communication and collaboration in the design process.
- ✓ You understand the importance of investing in quality designs and artistry.
- ✓ You're open to feedback and suggestions based on my expertise.
- ✓ You love florals and the way that they visually transform a space.
- ✓ You want a designer who looks at the full vision instead of a single concept
- ✓ You're seeking a partnership, not just a transaction.

WE DON'T IF...

- ✗ You prefer dictating every design detail without flexibility.
- ✗ You're seeking the lowest possible price over value and expertise.
- ✗ You have a bunch of DIY'ing planned for the design elements
- ✗ Florals aren't one of your top priorities when thinking about your event
- ✗ You don't take other design elements into consideration like venue, theming, time of year ect.
- ✗ You view our service as a replicable product

WE DO NOT:

- Do mock ups. Due to working out of home studio and not having fresh flowers on hand all the time. In lieu, we can provide a list of floral materials we plan on using. We will provide mock up designs for an additional cost. (Mock Up's must be requested 1 month in advance)
- Do in person consultations or venue tours at no cost. Site visits are \$50/hr including travel time to and from.
- Take back flowers/plant material at the end of the event (please check venue contract and rules) We do clean up plant material for an additional fee.
- Light candles (we DO provide candles)
- Stay to move items or flip an event space unless agreed upon ahead of time and written in planner
- Set up personal items/ client provided decor unless agreed upon ahead of time and written in planner

Thank you so much for looking into the Steel City Florals process for event design I hope this was insightful and painted an accurate picture of the value we bring to the table.

I can't wait to hear more about your event! To get on my calendar for a consultation please go to our website and fill out our contact form or email us at info@steelcityflorals.com

Grit over Grace

