

PLANNING PACKAGES



CREATING WEDDINGS THAT REFLECT WHO YOU ARE



Jenna Bodin

Local Guide · 204 reviews · 781 photos



★★★★★ 7 weeks ago

Words cannot express how amazing Madi was as a full service wedding planner for my wedding! Wondering if you need a planner - the answer is YES YOU DO! I am from Florida and wanted a destination wedding in Telluride, CO. I found Madi and immediately knew she was the perfect fit for my wedding. Since I have never visited the area prior to the wedding, she was an amazing asset to planning out all the details of my wedding regarding local travel, stays, weather, and other information. She even took the time to visit the venue herself before the wedding to make sure she was fully prepared. I am a very hands on person and enjoyed the idea of being involved in all the little details of the wedding. Madi let me be super involved in planning while simultaneously taking over those pesky tasks that I didn't want to do or didn't have time to work on. I was one of those brides who thought I could do it all but boy was I wrong! She was my favorite person to go to to ask any wedding related questions because she knew everything there was to know about weddings: bridal party questions, seasonal color palates, décor ideas, traditions, etc. Madi went above and beyond to turn my wedding into a dream come true. When it comes to coordinating vendors, she's a rock star! She kept in contact with all my vendors and made sure everything ran smoothly. Just before the wedding, she lead my rehearsal with the bridal party. It was absolutely hectic (boys will be boys lol) but Madi was able to keep everyone in line and did a beautiful job - so incredibly helpful!!! On the morning of the wedding day, Madi made her rounds to check up on everyone and kept us all on schedule. Even though there was a hiccup with my dress breaking, she still helped to keep everything on time! Between the ceremony and reception, Madi hand delivered some hors d'oeuvres to me and my husband so we didn't miss out on the social hour food! She was also a huge help with playing some of the wedding music from her speaker (I will forever be grateful for that!). The decorations were placed beautifully for the reception, I was absolutely in love with how it turned out - better than I imagined! I had a fantastic time and so did my husband. And at the end of the night, she helped my husband place some décor items into shipping boxes which was a HUGE help. I am so incredibly blessed to have worked with Madi and hope that other brides will have zero hesitation in booking her services!



AndrewAdrianna SaelensPenha

1 review · 8 photos



★★★★★ 5 weeks ago

Madi Crook is THE best day of coordinator. She is present, helpful and goes above and beyond. She does tasks that you will not think that needs to be done. She is caring and looks after the bride, groom, and the bridal party. If you are off track with your wedding timeline she will be creative on how to rearrange it in a calming reassuring manner. She is OUTSTANDING. I wish she would coordinate all of my major events!!! We are forever grateful for her and everything that she did! Thank you Madi, xoxo Andrew & Adrianna (7.6.2024 at camp blodgett)

hi! I'm Madi, the founder



I hold a Bachelor of Science in Event Management from the University of Central Florida and bring 9 years of diverse experience in the event industry. My career began in creative corporate event design, where I crafted everything from elaborate themed receptions at renowned venues like The Broadmoor and Gaylord Rockies, to exclusive after-hours events at Universal's Diagon Alley, and corporate functions at the Olympic Training Center. It wasn't until I planned my own wedding in March of 2023 that I discovered my true passion for wedding planning—and I've been dedicated to it ever since!

The inspiration for our company name comes from the Netflix series "Sweet Magnolias." The show beautifully embodies collective **joy, lifelong friendships,** and the **spirit of celebration**—everything couples look forward to on their wedding day.

At Sweet Magnolia Wedding Planning, we're committed to breaking away from the repetitive, cookie-cutter approach to weddings. We believe that relying on the same vendors for every event just to "play it safe" limits creativity and personalization. With so much incredible talent in the wedding industry, it's our job to explore, connect, and ask the right questions to find the perfect vendors for you. Our top priority is **making sure your wedding reflects your unique vision,** even if it means stepping out of our comfort zone.

WHO OUR PROCESS WORKS BEST FOR:

- Couples who want their wedding to **authentically reflect** who they are and their unique story.
- Couples, whether local or out-of-state, who want a professional to help them plan a **stunning mountain wedding**.
- Couples who value **creativity** and want a wedding design that is **personalized and unique**, rather than trying to follow the trends - basically you would rather be the **trendsetter!**
- Couples who are **intentional** and want to incorporate thoughtful touches that make their wedding guests feel seen, loved, and appreciated for the role they've played in their life journey.



WHY WE ARE DIFFERENT

- We prioritize **vendor relationships!** We have a network of trusted vendors, such as florists, photographers, and caterers that we work with often. But we're always looking to meet new businesses in the industry so we can connect you with the vendors that **best fit** your unique vision, dreams, and wedding goals.
- **We think outside the box!** While many wedding professionals highlight creativity, our background as a corporate creative event designer provides us with a **broader understanding** of what's possible beyond typical wedding trends. Our founder's experience with high-end creative corporate events has exposed us to cutting-edge ideas that **dream beyond the trend.** We know how to tailor creative ideas to fit within your budget and what vendors to work with to make it happen!
- We're excited to get to know **you** along the way! You're not just another client to us; your wedding is a significant milestone in your life, and we're honored to be a part of your **dream team!**



AND THE BIGGEST REASON WE ARE DIFFERENT:

We actually know the mountains of Colorado.

Yes, that's right - **we're outdoorsy!** We spend time clocking miles on hikes all around the state, along with planning some pretty kick a** weddings!

What this means for you? **We don't just plan from Denver**, we're **constantly** out and about **in the mountains** on venue site visits, building vendor relationships **across the state**, executing other weddings, and even occasionally working from a coffee shop in a Breckenridge, Winter Park, or Estes Park just for a change of scenery.



MICRO WEDDING

Designed for couples who cherish the **intimacy** and **authenticity** of a smaller celebration without sacrificing style or sophistication. Perfect for gatherings of **20-45 guests**.

Our Micro-wedding packages a curated experience that focuses on **personal touches** and **seamless execution**, ensuring your special day is both memorable and uniquely yours.

[inquire here](#) for a quote!



MONTH- OF MANAGEMENT

Are you a couple who has lovingly planned your wedding but now needs expert **guidance** to ensure everything goes **smoothly** on the big day? Our Month-of Management Package is designed for you!

This package is perfect for couples who have taken charge of their wedding planning but want a professional touch to tie up the final details and manage the logistics. Ideal for those who are **organized** and have a **clear vision** but want **peace of mind** that every aspect will come together seamlessly.

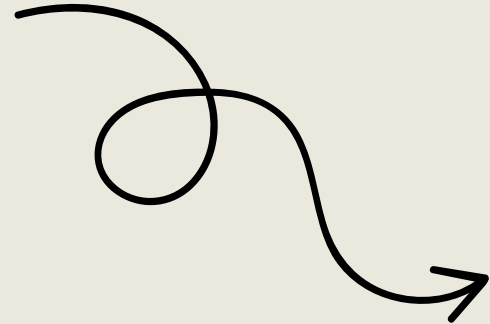
Starting at \$2,800



MONTH- OF MANAGEMENT

After booking

- A list of recommended vendors based your wedding location
- Wedding Planning Checklist
- Access to Aisle Planner, a wedding planning software that will house all your planning info
- A resource on great questions to ask vendors before booking with them

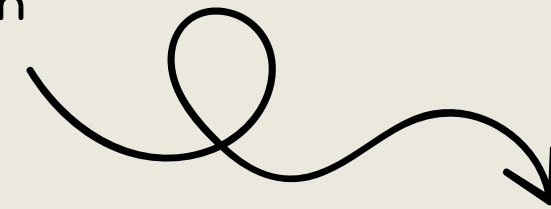
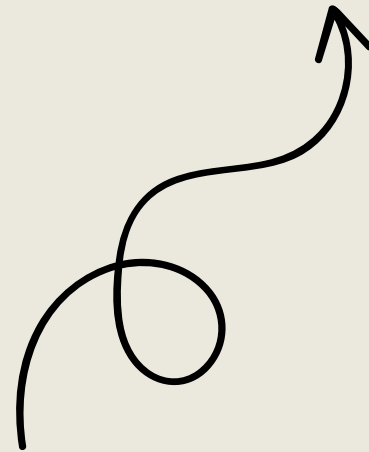


8 months out

- (1) one hour planning call to talk through a basic shell timeline of the order of your wedding day (via google meet)

2-3 months

- Final venue walkthrough and floor plan design



6 weeks prior to the wedding

- 1 hour vendor review & floor plan design meeting (6 weeks prior via google meet)
- 1 hour timeline meeting (5 weeks prior via google meet)
- 1 hour decor details meeting (4 weeks prior via google meet)
- After these calls unlimited scheduled virtual meetings
- Directing your rehearsal (on a date that is finalized and agreed upon with the planner 30 days prior to the wedding)
- Managing vendor communication

MONTH- OF MANAGEMENT

On the Wedding Day

- (1) lead planner and (1) assistant to the lead planner onsite
- 12 hours onsite coverage on the day of the wedding
- Decor set-up and tear down within the 12 hours (this includes signage, table numbers, place cards, favors, candles, menu cards, linens, guest book, etc). This does not include arranging florals into vases or moving chairs from the ceremony site to the reception space.
- Vendor point of contact
- Overseeing vendors through set-up, the ceremony, reception and tear-down
- Director of executing the day of timeline and adjusting as needed throughout the event
- Access to an emergency kit

Depending on the guest count and amount of set-up time, adding on more day of assistants to the package may be required if we are expected to be setting up any dishware, flatware, glassware, and napkin folds. This is a very time-consuming task that is usually done by the rental company or catering, if they were rented from catering.

PARTIAL PLANNING

Are you excited about planning your wedding but need a little extra help to bring your vision to life? Our Partial Planning Package is designed just for you!

This package is perfect for couples who have started their wedding planning journey and are looking for **professional support** to **fill in the gaps** and ensure every detail is **perfectly executed**. Whether you've already selected your venue, some key vendors, or just need assistance with certain aspects of the planning, we're here to help you make your dream wedding a reality.

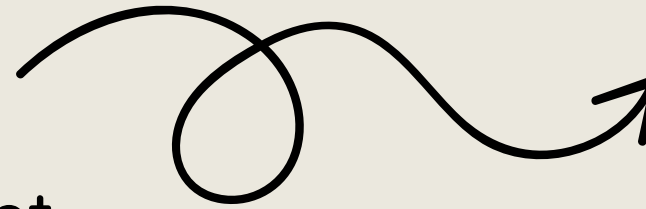
Starting at \$5,000



PARTIAL PLANNING

Everything in Month-of Plus

- Wedding Design
 - Two, 1 hour design calls (via google meet within the first 2 months of booking)
 - Design board with up to 3 revisions
 - Color palette
 - Assistance in booking vendors for rentals, speciality rentals, florist, and linens
- 1 hour check in calls at 8 month, 6 month, and 4 months
- Custom vendor recommendations



Three Month Takeover

- 90 days of vendor communication management

On the Wedding Day

- Same as Month-Of

FULL PLANNING

Are you dreaming of turning your wedding into reality without the stress of handling every detail yourself? Our Full Planning Package is designed for couples who want a **seamless, stress-free** planning experience from **start to finish**.

This package is perfect for those who want a professional to **manage** every aspect of their wedding planning journey. Whether you're busy professionals, overwhelmed by the planning process, or simply want to enjoy your engagement without the hassle, our Full Planning Package provides **complete support** and **expertise** every step of the way.

Starting at \$9,000



FULL PLANNING

Everything in Partial Planning Plus

- Takeover happens upon booking
- All vendor sourcing and booking handled by your lead planner
- Planner to schedule and attend all vendor meetings (via google meet or phone call)
- Full Concept Wedding Design: planning, contracting the vendors and executing the design
- Budget Guidance
- Unlimited scheduled meetings with your planner (via google meet)
- Unlimited email communications with your planner
- A design meeting on-site at the venue

WANT TO WORK TOGETHER?

Click the button below to fill out our inquire form. Once it is submitted you will select a time for a discovery call! This is a no pressure, get to know each other call to see if we're a good fit.

Let's Chat!



More Reviews



CamTara

3 reviews • 0 photos



1 week ago

NEW

Madi was an absolute dream to work with! She made planning our wedding such a breeze! Her organization and communication was out of this world! She went above and beyond to make our wedding day as perfect as it was! We're so thankful to have worked with her and her expertise!!!!



11/21/2023 • Melissa S

Madi was fantastic, very helpful and made sure everything ran smoothly. I highly recommend her.



Wendy Warner

5 reviews • 1 photo



8 weeks ago

Madi was such a huge help leading up to and especially on our daughter's wedding day. I knew I could count on her to do what we asked and she went above and beyond. That took so much pressure off of me and allowed me to just enjoy each moment. The picture below is of her helping to set up the first "no look" moment.



10/01/2023 • Erika J

Hiring Madi as our wedding planner/coordinator was the best vendor decision we made by far! She is so friendly and easy to work with, was organized with every small detail, and was absolutely the reason that our wedding ran so smoothly for us and our guests. During the planning phases, she always had thoughtful ideas and suggestions, yet always made us feel that our wedding should be exactly what we want it to be. She sent along countless helpful resources, even her own wedding gallery to help us visualize ideas she had used at her wedding. Through all the chaos and small obstacles on wedding day, Madi kept a calm demeanor, never once seeming hurried or rattled. When asked questions throughout the day, she listened completely and always answered thoughtfully. She thinks quickly on her feet and was able to implement solutions to problems very efficiently without having to consult others. She was always thinking ahead about what needed to be done next and delegated tasks to family members effectively and politely. In the midst of having so many responsibilities herself on wedding day, she was incredibly attentive to our guests' needs. She handed out bottled water to multiple tables so that guests wouldn't have to leave their seats, and when the line for our coffee cart was too long to stand in the cold, she took the orders of my family members and brought them back hot coffee! She went above and beyond staying until 12:30am helping my family to pack up and clean the venue. I would recommend Madi as a planner to all of my closest friends without hesitation, she is simply the best!



8/05/2023 • Dan & Sarah R

We were in need of a day of coordinator with only about a month and a half until our wedding when Madi was recommended to us: and she was a lifesaver! After only a few meetings/phone calls, Madi was able to gain a really good understanding for the casual wedding we were trying to have and the coordination it involved -including separate locations for ceremony and reception! She handled everything behind the scenes so well, that we wouldn't even be able to tell you if something went awry. Would definitely recommend Madi to anyone. All not to mention, she did this all while in the middle of planning her own wedding! Thanks, Madi!



3/24/2024 • Allison E

Madi is such a blessing, I was really debating on getting a coordinator or not but I am SO happy we did. She helped with all month of communication with our vendors and was constantly advocating for our wishes. Madi came prepared and handled everything by beautifully. She allowed us to enjoy our day and not worry about the details. Above all she was able to take the stress away from my mom and let her be in the moment. Thank you Madi, you are amazing!