

services

2021 WEDDING SEASON

sideways
&co.





hi friends!

We are so happy you are here! We are beyond excited that you found us and we cannot wait to get to know you. Let us introduce ourselves:

We are Sideways & Co., an event planning and styling company for the beautifully unconventional. Sideways & Co. is a collective of talented, heart-centered creatives that stand by the side hustle and gravitate towards helping like-minded vendors succeed.

Our mission is to inspire, educate and guide you through your event planning journey. We want to authentically get to know you and design a celebration based off of your unique traits, likes and style.

Heart and hustle will always set us apart!

Go ahead, get comfy and do a deep dive into our menu of services. They are meant to be mixed and matched and altered to your needs and vision.

Just like a delicious latte, we can create it exactly to your temperature, milk preference and sweetness. You can add on—or refine your selection—throughout the event planning journey!

We not only love wedding specific styling and planning, but also cater to celebrations of all kinds! Collaborate with us on baby showers, birthday parties, bachelor & bachelorette parties, rehearsal dinners, pop up dinners, branding shoots and corporate events. We love them all!

xo
team sideways



1 **day-of-coordination**

You have the planning done and want to hand off all the logistics.

2 **sourcing & styling**

Let us bring your vision to life!

3 **day-of-coordination, sourcing & styling**

Combining Day-of-Coordination with Sourcing and Styling is our most sought after service.

4 **partial planning**

This includes Day-of-Coordination, Sourcing and Styling plus vendor research.

5 **full planning**

Heck yes! This is everything and a bit extra!

6 **custom creations**

When you have something on your mind but can't find exactly what you are looking for, we can create it for you!



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day-of-
coordination



day-of-coordination

Commonly referred to as “wedding management”, but why complicate things?

pricing starts at \$1600, based on an average 100 person and one location wedding

We wholeheartedly believe that every couple—*at the very least*—deserves coordination on their wedding day. You have poured your heart and soul into planning an epic wedding day and we want you to feel relaxed and fully present on your day.

To get a clear picture of your vision and needs, you will receive access to our online portal, Aisle Planner. This will be hugely helpful through your planning journey. You can input and track your timeline, calendar, checklist, design space, guest list, seating organization, contacts, billing and budget, which allows us to get a glimpse into everything you have already planned and booked.

As your wedding date approaches, it is time we see each other’s beautiful faces to talk about all things wedding and *love!* We will have three in-person or digital meetings. Before each meeting, we will send you a fun-filled questionnaire to gain all the insight we need and help get the most out of our chat.

On the day, you can be present and enjoy the festivities as two coordinators will run your event for a total of 10 hours each.

We start our dive into day-of-coordinating with you two to three months before your wedding day, though you are welcome—and *encouraged*—to book us up to a year in advance to guarantee availability.

this service includes:

THREE MEETINGS

- 1 2–3 months before your event
We will download and connect on the game plan, so you can focus on self care.
- 2 1–2 months before your event
We will see the venue and chat updates.
- 3 2–3 weeks before your event
We will dig into timeline, details and logistics.

YOUR WEDDING DAY TEAM

We want you to be fully present on your wedding day! Two coordinators will run your event, for a total of 10 hours each.

- Overtime hours of coordinators can be added for \$60 an hour
- Additional assistants may be added for \$30 an hour

what to expect

BEFORE THE BIG DAY

Ongoing Correspondence We want you to talk to us! Ask us questions via email; we try our very best to respond within 24-72 hours. In the month leading up to your wedding, send us all the texts. We are here for you!

Vendor Recommendations We can assist you with industry vendor recommendations, if needed.

Vendor Management We'll take over all your vendor communication and management as your wedding date approaches.

Timeline Development Let's get those timelines in check!

Layout Assistance We love a great diagram!

REHEARSAL TIME

Timeline Distribution You get a timeline and you get a timeline! Everyone that wants one gets a day-of wedding day timeline!

Rehearsal Management Our goal for the rehearsal is to ensure that everyone that is taking part in the ceremony feels comfortable with the logistics and flow.

We'll go over:

- Where you walk in, who you are walking with, music cues, where you are standing, how you are walking back/dancing down the aisle, etc.
- Any important lines or cues in the ceremony.
- Special ceremony seating arrangements.

YAY! THE CELEBRATION IS HERE!

Your Sideways Team Two coordinators are going to be running your wedding day for 10 hours.

- Overtime hours of coordinators and additional assistants may be added.

Event Coordination Some venues have event coordinators and if yours does, we will work closely and collaboratively with them.

Item Delivery We are happy to load up and deliver one SUV of agreed upon items.

Vendor Coordination Vendors are our favorite! We will greet vendors, make sure they know the timeline and have everything they need—including breaks and meals.

CONTINUED ON NEXT PAGE

what to expect

CONTINUED ...

Smooth Sailing Solutions You do not need to hear about any hiccups. We are there to troubleshoot any issues while keeping the event flowing and on time.

Set Up Floor plans and diagrams are our jam. We will oversee set up to ensure tables, chairs, floral & all other decor is set according to plan.

Personal Item Organization Not to worry, we got your setup of personal items such as place cards, guest book, favors and any other agreed upon items.

Oversee Ceremony & Cueing We will cue all aspects of the ceremony, as well as the wedding couple, wedding party, and parents for grand entrances, toasts, dances, cake cutting, garter toss, bouquet toss and grand exit. We'll cue it all!

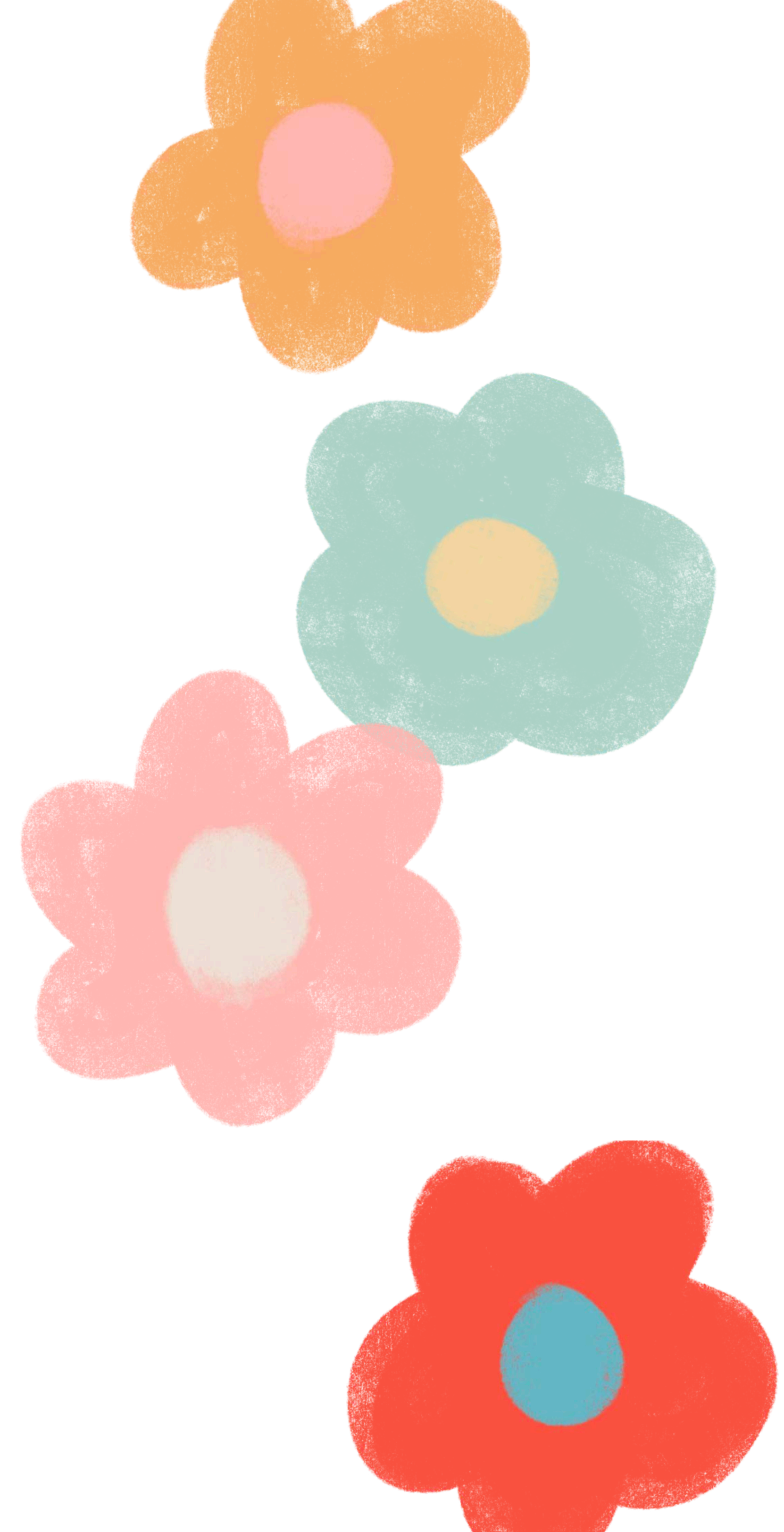
Timing Coordination We love a good flow so we'll keep that timeline going and ensure all vendors are on schedule and happy.

Payment Distribution We are happy to distribute final payments and gratuity for you.

Clean Up We know it's no one's favorite, but clean-up is an important step. Not for you to worry about though! We will have a pre-designed clean up plan. If it fits within your 10 hours of service, we will oversee it, or we are happy to add on our complete tear down service. The cost of this is based upon scope.

Preparation We always bring our emergency kit. You can never be too prepared!

Love Many, many hugs from us throughout the evening!





sourcing
& styling



sourcing & styling

Defining your vision, finding the items needed and beautifully styling day-of

pricing starts at \$1660, not including labor and materials

Your wedding day is a celebration of your love and what defines you two as a couple. We believe in creating an event design that speaks to your senses and soul. Our goal is for you to be transported into a world and ambiance created just for you.

As every individual and couple is unique, we thrive on collaborating to create a customized design proposal. We'll scour the depths of the many inspirational sources—like Pinterest, Instagram and more—to find unique design elements that come together to create a seamless and one of a kind design, that fits within your look, feel and budget.

You can look forward to seeing an overall mood board, color palette, floor plan layouts, sourced tablescape decor, furniture arrangements, customized visual elements like signage, and lighting solutions along with corresponding cost estimates and so much more.

We like to start sourcing and styling services six to twelve months before your event. We include three in person or digital meetings to really get to know you, your vision and style, to create your design concept and how to make this come to life.

On the day of your event, your stylist and assistant will be there for 8 hours, to style and transform the space into your dream design.

this service includes:

THREE MEETINGS

- 1 6–12 months before your event
We will connect and download on your vision for the celebration.
- 2 4–10 months before your event
We will present your customized design proposal.
- 3 2–3 months before your event
We will tour the venue and set up a mock table design, if needed.

YOUR WEDDING DAY TEAM

We want to transform your venue into your dream wedding. A main stylist and assistant (if deemed necessary) will decorate and style your space for 8 hours of service each.

- Additional assistants may be added for \$30 an hour.

what to expect

BEFORE THE BIG DAY

Visioning We like to have our first meeting somewhere that speaks to who you are and your vision. Let's go over a list of everything you want to achieve visually and the emotion that you want to create for your guests.

Budgeting We will define a budget you are comfortable with and source items within that range.

Moodboard We'll take your ideas and turn them into an overall visual representation.

Color Palette Let us know what colors you love! We'll present color palettes that are inspired by your preferences and work well with the design and space.

Design Proposal Based off of your selected mood board and color palette, we will build a detailed design proposal outlining such ideas and items as: specific layouts, rentals, floral suggestions, paper goods and so forth.

Sourced Items Review You will have different sourced items with cost estimates to review and select.

Vendor Selection Let's build that dream team of creative vendors! We will book and manage all the vendors needed to achieve your design.

Custom Creation If it interests you, we adore getting creative and building custom visual elements, such as signage, hanging installs, favor displays and more! This is priced separately for design, labor, materials, set up & take down. Everything is custom created, just for you!

YAY! THE CELEBRATION IS HERE!

Your Sideways Team Let's make things pretty! You will have 1 main stylist and an assistant—if deemed necessary for 8 hours of service.

- Additional assistants may be added, if needed

Set Up We will arrange the space to ensure tables, chairs, floral & all other decor is set according to plan.

Styling Every detail—small or large—will be considered from where each candle is placed to your requested special touches throughout the space.

Schedule Ensure the creative dream team understands the styling schedule and has everything they need.

Clean Up Have a plan for load in and load out.

Love Unconditional smiles, hugs & love provided!



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day-of-
coordination,
sourcing
& styling



day-of-coordination, sourcing & styling

Day-of-Coordination with Sourcing and Styling makes for a perfect combination!

pricing starts at \$3000, based on wedding scope, does not including labor & materials

Many people love to combine day-of-coordination with sourcing and styling. It is the perfect combination of handling all things logistics while bringing your customized design to life.

You will receive everything in the day-of-coordination and sourcing and styling packages, along with a discount for booking together.

On the day of your event, get ready to have 2 coordinators, 1 stylist and 1 assistant to ensure a cohesive celebration that not only flows but looks seamless.

this service includes:

SIX MEETINGS

- | | |
|--|---|
| 1 <u>6-12 months before your event</u>
We will connect on your vision for the celebration. | 5 <u>3- 6 months before your event</u>
We will set up a mock table design to get you excited! |
| 2 <u>6-11 months before your event</u>
We will meet to go over vendor needs. | 6 <u>2 months before your event</u>
We will connect on the current game plan, so you can focus on self care. |
| 3 <u>5-10 months before your event</u>
We will tour that beautiful venue and talk next steps. | |
| 4 <u>4-8 months before your event</u>
We will present your customized design proposal. | |

YOUR WEDDING DAY TEAM

By combining these two services, your Sideways team will include two coordinators and two stylists (main and assistant).

- Overtime hours of coordinators can be added for \$60 an hour
- Assistants may be added for \$30 an hour



partial
planning



partial planning

Oh yes! Day-of-Coordination, Sourcing and Styling plus extra special customized planning

pricing starts at \$4000, based on an average 150 person and 1-2 location wedding

This is a perfect option if you want day-of coordination, sourcing + styling and customized planning. What is customized planning you ask? From experience, we know how time-consuming and frustrating finding and booking your vendors can be. We want to help you find and book your team, create a customized budget, overall checklist, timelines, layouts and so much more.

this service includes:

EIGHT MEETINGS

- | | |
|--|---|
| 1 <u>6-12 months before your event</u>
We will connect on your vision for the celebration. | 5 <u>3-6 months before your event</u>
We will set up a mock table design to get you excited! |
| 2 <u>6-11 months before your event</u>
We will meet to discuss your vendor needs. | 6 <u>2 months before your event</u>
We will connect on the current game plan, so you can focus on self care. |
| 3 <u>5-10 months before your event</u>
We will tour that beautiful venue and talk next steps. | 7 <u>1-2 months before your event</u>
We will chat updates and finalize any missing details. |
| 4 <u>4-8 months before your event</u>
We will present your customized design proposal. | 8 <u>2-3 weeks before your event</u>
We will dig into timeline, details & logistics. |

YOUR WEDDING DAY TEAM

Enjoy peace of mind, knowing that all of your logics are being handled and your venue is transforming into your dream event!

Your Sideways team will include up to two coordinators and two stylists, depending on the details of your day.

- Overtime hours of coordinators can be added for \$60 an hour
- Additional assistants may be added for \$30 an hour

what to expect

EVERYTHING LISTED IN DAY-OF-COORDINATION PLUS SOURCING AND STYLING OFFERINGS ARE INCLUDED IN THIS SERVICE, PLUS THE FOLLOWING EXTRAS:

Venue Recommendations We're happy to provide venue recommendations that fit with your vision.

Two Additional Meetings You'll have two additional meetings on top of the day-of-coordination, sourcing and styling combination.

Unlimited Messaging We're here to support you! Reach out at any point in your planning journey and know that we'll be by your side.

Budget The many elements that go into planning a wedding add up! We'll create a budget tailored to you.

Motivation + Inspiration Overall checklist, monthly check-ins with all the motivation & inspiration from us!

Vendor Research You can select up to five vendor categories—such as catering, florist, accommodations, bar service, photography, videography—for us to research for you! We will present the vendors that are available and fit within your budget.

Scheduling Need help coordinating your tastings? We can help with that!

Vendor Management Upon booking, Sideways & Co. will handle all communication with vendors so that you can focus on other things!





full
planning



full planning

We refer to this as the "Full Monty"... Enough said!

pricing starts at \$6000, based on an average 150 person and 1-2 location wedding

This is the complete wedding planning magic land. Prepare to get your wings! We will take you throughout the entire planning journey without you having to worry about a thing.

You will receive everything in the day-of coordination, sourcing and styling, partial planning services, plus so much more.

this service includes:

UNLIMITED MEETINGS! WE'LL START WITH THESE:

- | | |
|--|---|
| 1 <u>6-12 months before your event</u>
We will connect on your vision for the celebration. | 5 <u>3-6 months before your event</u>
We will set up a mock table design to get you excited! |
| 2 <u>6-11 months before your event</u>
We will meet to discuss your vendor needs. | 6 <u>2 months before your event</u>
We will connect on the current game plan, so you can focus on self care. |
| 3 <u>5-10 months before your event</u>
We will tour that beautiful venue and talk next steps. | 7 <u>1-2 months before your event</u>
We will chat updates and finalize any missing details. |
| 4 <u>4-8 months before your event</u>
We will present your customized design proposal. | 8 <u>2-3 weeks before your event</u>
We will dig into timeline, details & logistics. |

YOUR WEDDING DAY TEAM

We've got your day handled with one coordinator and their assistant plus one stylist and their assistant for 10 hours of service.

- Overtime hours of coordinators can be added for \$60 an hour
- Additional assistants may be added for \$30 an hour

what to expect

YOU GET EVERYTHING LISTED IN DAY-OF-COORDINATION, SOURCING AND STYLING,
AND PARTIAL PLANNING IN THIS OFFERING, PLUS THE FOLLOWING EXTRAS:



Venue Recommendations You will receive unlimited recommendations that fit with your vision. Your core Sideways team (coordinator and head stylist) will also accompany you to three venue tours.

Unlimited Email + Texting We're here to support you! Reach out at any point in your planning journey and know that we'll be by your side.

Budget + Payment Schedules The many elements that go into planning a wedding add up! We'll create a budget tailored to you and help keep you on track with submitting timely payments to vendors.

All Vendor Recommendations Based on your event needs, we will present vendor options that are available and fit within your budget for any and all categories—such as catering, florist, accommodations, bar service, photography, videography, and so on.

Save the Date + Invitation Support We are happy to review Save the Date and Invitation designs to ensure no key details are left off! We can also assemble, mail, and track RSVPs, if needed.

Welcome Bag Creation + Distribution If interested, we can help concept, create, and deliver Welcome Bags to your designated hotels to share the love with your guests as they arrive to town.

Guest Wedding Day Transportation Need to help guests get from one location to another? We can provide recommendations for transport and coordinate on the day!

Hotel Block Coordination Does your wedding include a lot of guests traveling from out-of-town? We can help you locate and secure hotel blocks at nearby hotels.

Rehearsal Dinner Planning We can support you with planning the rehearsal dinner from finding an amazing location to scheduling the evening's festivities.



custom creations



custom creations

Creating customized elements that will make your event stand out and reflect your personal style

pricing based upon project scope

We thrive on creating visual pieces that are completely customized to you, your event, and the space. Watching an idea form and taking life is what the creative process is all about!

Generally, we like to start the custom creation process at least three to six months before your event. But, we understand every project is so different and putting an exact time start on these can be tricky. Feel free to reach out with your idea and we will begin the dialogue.

On the day of your event, we will coordinate drop off, set up and pick up.

custom creation potentials

INSTALLATIONS

Ceremony Backdrops
Photo Booth Backdrops
Sweetheart Table Creation
Wedding Favor Displays
Dessert Displays
Hanging Installations
Signage

PAPER GOODS

Wedding Invitation Suites
- Save The Dates
- Invitations
- RSVPs
Wedding Branding
Envelope Addressing
Programs
Name Cards
Menus
Custom Illustrations
Welcome Bags

AND SO MUCH MORE!

The possibilities are endless! We love to create and want to bring your dream to life.

And if we can not physically create what you need, we will source the person who can!

we are
dreamers
with hustle
& heart.



meet the sideways team



MEGHAN DILBA
OWNER, LEAD COORDINATOR

Sideways & Co. was born from my desire to get creative beyond my nine-to-five radiographer job and the desire for more flexibility as a new mama!

I adore researching and collaborating with local vendors and artisans. My favorite part of this work is creating new friendships, fun memories and removing your event stress.



MICHELLE KONAR
LEAD STYLIST + DESIGNER

The stars aligned when I met Meghan as she was planning my best friend's wedding.

Sideways & Co. is my outlet for my constant craving of moodboards, spreadsheets, color palettes, crafting and daydreaming! I love creating spaces that bring people together and I love making sure it's as beautiful as it can be.



ERICA FERGUSON
LEAD CALI COORDINATOR

My passions for helping friends is what led me to become a part of Sideways & Co. Meghan sensed that I had creative instincts and really tapped into what I am passionate about.

Not to toot my own bugle but I'm your personal steam train that will help get that day-of-to-do list done, all for the sake of enjoying the dance floor ASAP.



JEFFREY DILBA
IN-HOUSE ENGINEER

I'm Meghan's husband and thus the in-house engineer, heavy box carrier or anything else the Sideways team needs help with.

I enjoy the challenge of taking a design and coming up with the materials and mathematics to bring it into the real world.



thank you

SO MUCH FOR TAKING THE TIME
TO READ THROUGH OUR SERVICES.
WE CANNOT WAIT TO BECOME
FRIENDS, COLLABORATE & CREATE
SOMETHING UNIQUELY FOR YOU!

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