



WELCOME

eventful  
*by alexa*

events. parties. decor

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

# we're so glad you're here!

We take pride in taking planning your love story, new chapter, milestone, whatever it may be, without any stress – when it comes to onboarding, it's no different!



Inside this brochure, you'll discover all the details you need to know when enlisting our team to craft your extraordinary event.

*let the excitement begin!*

READY TO GET THE BALL ROLLING?

**we've got your next steps planned:**

#### REVIEW THIS PACKET

**01.**

Think of this as our dating profile. It's got all the goods you're going to want to know ;)

#### SCHEDULE A CONSULT

**02.**

Cue the butterflies - we can't wait to meet you and hear all about your dream event and vision!

#### FILL OUT OUR CLIENT QUESTIONNAIRE

**03.**

Before the big day, we want to hear it all! No detail is too small when filling out your form.

**A QUICK NOTE:** Friendly reminder that your desired date will be officially secured in our calendar only upon receipt of a deposit and signed contract!

# hi there!

## behind the scenes

My name is Alexa, hence Eventful by Alexa. However, didn't start out that way...

Once known as The Boxed Party, I originally created custom DIY set-up party boxes during the pandemic. With 2020 being a difficult year, I felt called to create so that no special event went without celebration. I like to think that is where my out-of-the-box creativity and problem solving skills began to flourish, and led to what is now Eventful by Alexa. 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.

### MORE ABOUT 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. I have been a vegetarian for 12+ years, and have an undeniable love for animals.



*Speaking of animals, you will often see Bud on our social media! He is my Pomeranian that loves getting spoiled with blueberries and pup cups on our Eventful trips.*

Some of my favorite hobbies are exploring new places, reading a good book, and of course - shopping! When I'm not in the office, you can find me exploring the North Fork or soaking in the sunshine with a cup of coffee in hand.

*thank you*

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

**alexa ferraro**

FOUNDER + EVENT DESIGNER



ALEXA@EVENTFULBYALEXA.COM

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# the eventful *process*

01.

## CONSULTATION

In our 30-minute complimentary call, we'll dive into event specifics, style, decor concepts, and your current planning progress. Next, we'll share our onboarding packet, complete with initial pricing and next steps to co-create an epic event together!

02.

## DESIGN

Let the magic begin! In the design stage, we'll whip up a digital mood board based on your questionnaire to capture your vision. This process usually takes 4-6 weeks; we'll set up a design meeting upon to review and fine-tune the concept.

03.

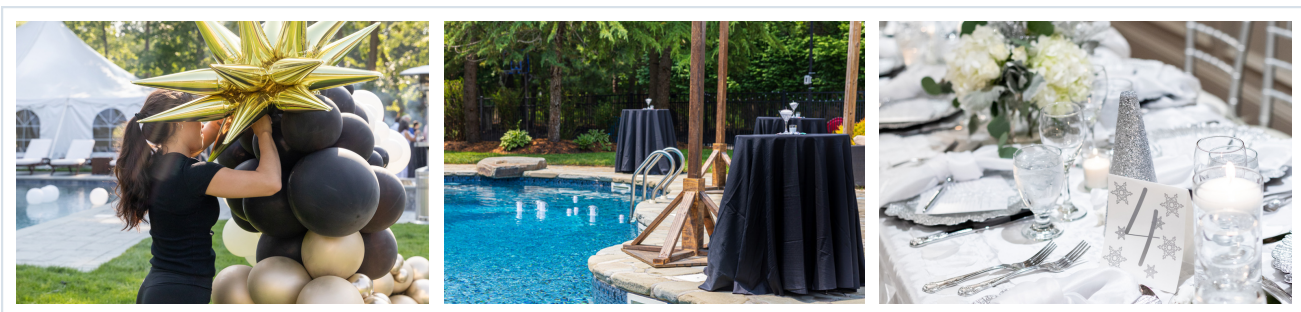
## PLANNING

Time to order your supplies, secure vendor deposits, and prep all those special personalized touches! We'll be in contact to share exciting progress, crucial dates, and any vital info you need – and if you need us at any time, we're always just an email away!

04.

## EXECUTION

Drumroll, please – your big day is finally here! Get ready to kick back, relax, and savor every moment. We've been eagerly anticipating this day, meticulously planning and preparing to ensure a flawless experience from start to finish.



*feedback*

We're dying to hear all about your phenomenal event! Whether you want to dazzle us with photos, send a card or leave us a glowing review, we're all ears! Even though your day is over, we love to stay connected. Don't be a stranger, stay in touch and let's continue making unforgettable memories together!

# service showcase

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## party prelude:

### ● THE VISION

In 4-6 weeks (with an exclusive sneak peek) you'll be treated to a Google Presentation, featuring a curated design board with photos, sketches, and fresh ideas. Each slide is a party packed with pricing, details, and descriptions. Collaborate effortlessly by leaving comments directly on the slides. Get ready to dive into the world of party perfection!

### ● THE FINANCIALS

We'll provide a detailed quote based on the above ensuring transparency with a breakdown of each service and the total. After reviewing the digital mood board, we'll chat to finalize details before sealing the deal with your invoice. The design fee secures your calendar spot, and is deducted from the total. Let's kick off the party extravaganza!

## planning posse:

### ● THE TEAM

As your dedicated team, we have the tools and expertise to connect you with needed vendors, venue, and everything in between. We handle all behind-the-scenes tasks, acting as your liaison (even the ones not mentioned). Our goal: go the extra mile, so you *stress less* and *party more!* Just call us your party god mother ;)

### ● THE DETAILS

- 2 planning Calls + email communication
- 1 venue site visit during the final planning stages
- Vendor negotiations and recommendations, contract reviewal and venue communication
- Digital design + floorplan creation and assistance
- Master check list and timeline for all vendors
- Decor and material shopping
- Day of on-site team for execution + management

PRICING: STARTS AT \$3,250



*p.s.*

Want to peek at some previous design boards? Just give us a shout!

*\*A non-refundable \$1000 design fee is required to secure your date. This is applied to your remaining balance. Please refer to the "Design Service Agreement" for further information.\**

## EVENTFUL DESIGN SERVICE

This portion of our project sets the stage to transform your ideas into pure magic! Filled with the juicy details from our consultation, any inspiration photos you may have, and information from your questionnaire, we'll conjure up a breathtaking presentation just for you!



## what to expect:

### 01. PRESENTATION

In 4-6 weeks (with an early access sneak peek), you'll be treated to a Google Presentation that's as comprehensive as it is stunning.

### 02. DESIGN BOARD

A visual masterpiece: Your design board will be a collection of photos, sketches, new ideas and mock displays - all perfectly curated for you.

### 03. THE DETAILS

Each slide is a party of its own, jam-packed with pricing, juicy details, and descriptions. You'll have access to leave comments directly on the slides with your thoughts and questions - time for collaboration!

### 04. FINANCES

You will also receive a quote based on your presentation. We've done the math for you and with a price breakdown of each service with the total. This invoice is flexible and can be revised to meet your budget

### 05. REVIEW

After checking out the digital mood board, we'll hop on a phone or video call to review, discuss, and tie up any loose ends before we seal the deal with your invoice!

### 06. DEPOSIT

The design fee for the above secures your spot on our calendar during the design process. We will subtract this fee from the total!



Want to peek at some previous design boards? Just give us a shout!

*\*The design fee is non-refundable. Please refer to the "Design Service Agreement" for further information\**



# final notes & farewell

## office hours

Monday: 10 AM - 6 PM

Tuesday: *by appointment only*

Wednesday: closed

Thursday: 10 AM - 6 PM

Friday: *by appointment only*

Saturday- Sunday: *let's party!*

## contact info

✉ alexa@eventfulbyalexa.com

☎ 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

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## 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 (made out to Events by The Boxed Party) are also accepted forms of payment. The final balance must be paid in cash or certified check only no later than 2 weeks prior to the event date.