



*Wedding 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 as many weddings as we can book in a weekend. We look to see 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 wedding day, how we can make the biggest impact to compliment your venue, time of year, theme, and any other important information.

Check Ins and Refinements

If you decide to move forward with booking us we have a \$500 retainer that secures your date and officially gets you in our calendar. Then, at the 3 month out and 1 month out point we will send you your most up to date 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 invoices.

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.

Day Of Delivery, Set Up & Breakdown

Everything is finalized, you are all paid up, all information is confirmed and guess what, I will not have to bother you on your wedding day at all!!!! 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.

INTRODUCTION

Understanding the investment you're making is crucial. That's why I believe in maintaining transparency when it comes to pricing. Below, you'll find a detailed breakdown of my offerings for wedding design services. There is a 7% tax applied to all orders (6% PA, 1% Allegheny County) not included in the below pricing. Our full service wedding clients typically spend anywhere from \$6,500-\$15,000

01. ELOPEMENT PACKAGE 1 \$1,000

- Ideal for intimate ceremony or elopement
- Personal florals (bouquet, boutonniere or wearable floral)
- 2 medium ceremony designs
- 1 small table arrangement



02. ELOPEMENT PACKAGE 2 \$2,500

- Ideal for a floral heavy small wedding or elopement
- 4 personal florals (bouquet, boutonniere or wearable floral)
- Ceremony design/install
- 4 small table designs
- Photographer flat lay and cake accent florals

03. FULL SERVICE WEDDING \$6,500

- Unlimited email communication and planner revisions
- Access to all rental inventory
- Wedding Party Florals (average 10 people total including couple)
- Ceremony Design (average \$1,500 worth of design and hardware)
- Couples table (Average \$500 worth of design)
- Guest table designs including hardware (average 12 tables, \$2,500)
- Photographer flat lay and cake accent florals (\$100)
- Labor, delivery, set up and breakdown (\$1,000)



Add-Ons

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PERSONALS

PRICE:
PER ITEM

- Bouquets starting at \$90
- Boutonnieres \$30
- Pocket Boutonniere \$40
- Wrist or pin on corsages \$50
- Flower Crown \$50



PETAL TOSS

PRICE:
\$40-\$300

- Flower girl basket and petals \$40
- Petals for scattering down the aisle \$100
- Petal toss for guests \$200 (Average 100 Guests) Additional \$100 per 100 guests (Does not include distribution method for petals).

CUSTOM INSTALL

PRICE:
STARTING AT \$600

- Hanging Install
- Mantle Install
- Staircase install
- Venue Specific Install

ACCENT DECOR

PRICE:
VARIES PER DESIGN

- Bud vases (\$12 per vase)
- Loose Greenery (\$20 per bunch)
- Guest book table design (Starting at \$50)
- Memory table design (Starting at \$50)
- Signage florals (Starting at \$100)
- Upgrade to cake meadow (\$400)

NON-FLORAL ADD ONS

PRICE:
PER ITEM

- Site visits or in person meetings (\$50 per hour including travel time)
- Mock Up Design (Starting at \$300)
- Ceremony to reception space flip (Starting at \$400)
- Ceremony to reception repurposing/moving fee (Starting at \$200)
- Floral clean up fee (Starting at \$400)

Do we match each others freak?



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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 wedding day
- ✗ 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.
- Any installations or rental items in churches, including arrangement stands and greenery or bows on pews. The only thing we will provide for churches are arrangements for the altar. Client or church must provide stands for arrangements.
- Light candles (we DO provide candles)
- Stay to move items from ceremony to reception 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 to wedding design, I hope this was insightful and

I can't wait to hear more about your big day! To get on my calendar for a consultation please go to our website and fill out the form.

Grit over Grace

