

# Calluna

EVENTS

MEDIA KIT

2020



Thank you so much for getting in touch with Calluna Events! We are honored that you've reached out and we are excited to explore the possibilities of helping you with your special day!

*Calluna*  
EVENTS



# About

Calluna Events is a boutique event planning firm of wedding planners in Colorado who have been planning weddings since 2004. We bring a fresh, stylish, and inspired approach to full-service design and wedding planning by curating a deep sense of authenticity with each occasion. We are thrilled to learn more about you and your wedding!



Calluna  
Crew

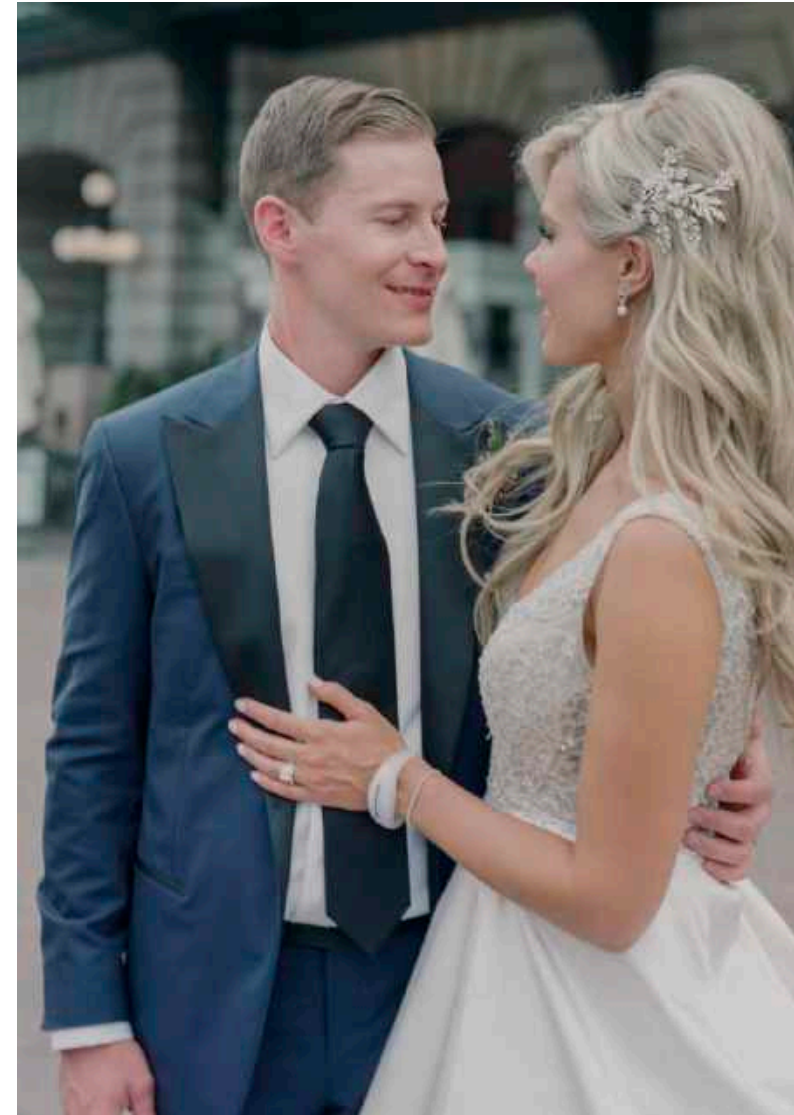
# Meet Our Team

## WHO WE ARE

Calluna Events is now in our 17th wedding season! Since 2004, we have been creating memorable weddings and special events, many of which have been featured in the top wedding publications from Martha Stewart, BRIDES, Style Me Pretty, The Knot, and Rock Mountain Bride. From intimate gatherings to spectacular affairs, we put our heart and soul into each clients' event.

# Our Vision

Above all else, we value creating fresh, inspired weddings that truly represent you so the details should be authentic and timeless. We want your guests to walk into your wedding and feel that it reflects the two of you! We pride ourselves on building long-lasting relationships with our clients and planning a wedding that truly reflects their personality. We look forward to collaborating with you.



# Our Story



Calluna is the scientific name for the plant heather.

Heather is commonly found on the moorlands of northern Europe and eastern North America. The name Calluna is derived from the Greek work *kallunein*, which means to cleanse. The name evokes a feeling of simplicity and clean lines.

In Scotland, brides carry a sprig of heather in their bouquets. White heather is very rare, brings good fortune and protects against evil.

# What We Do



## We are Calluna.

We spend time getting to know you one-on-one and gain an understanding of your vision and inspirations. We offer customized services to fit your needs since all of our services are customizable.

If you're just getting started, have no idea where to start, or even what style you're looking to create, Calluna Events can help you select your perfect venue, review vendor contracts, and provide recommendations. Our a la carte items help you create a package that is uniquely you.

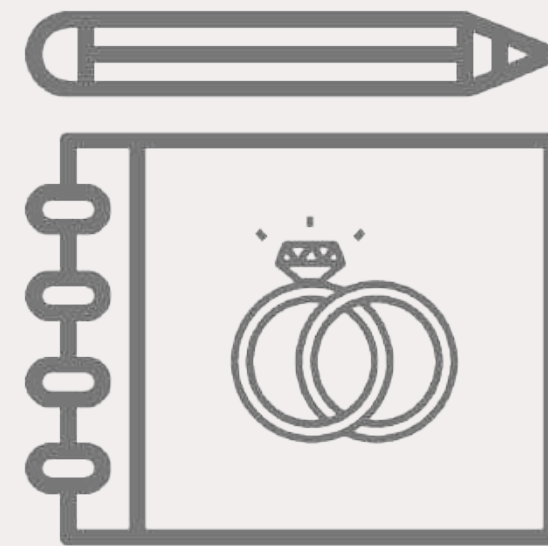


# Our Process



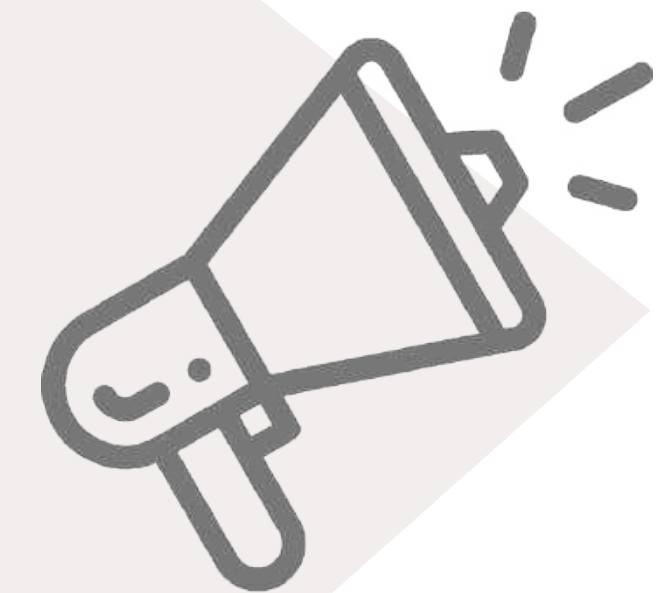
## CREATE

Event Conceptualization  
Venue Selection  
Creative Direction  
Design Boards  
Budget Creation + Management



## DESIGN

Design + Decor  
Invitation + Graphic Design  
Interactive Experiences  
Environmental Design  
Gifting + Favors



## PRODUCE

Event Production + Management  
Audio Visual + Lighting  
F+B Experience  
Talent Management  
Contract Management

1. Full Design & Planning
2. Design & Decor with Event Management
3. Event Management
4. A La Carte Items
5. Hourly Consulting

## List of Services





# FULL-SERVICE PLANNING + DESIGN

For the couple that trusts us completely to execute a day that is reflective of their personality and vision. Our Full Service Planning + Design package includes the following service, all thoughtfully tailored for each wedding.

TIMELINE | a customized list of items to do from now until the wedding.

BUDGET | a worksheet to guide and assist with budgeting.

RESEARCH | provide ideas for the ceremony and reception venues.

VENDORS | recommendations from a comprehensive and professional network of vendors.

DECOR / DESIGN / VISION  
develop your wedding style and provide vendor recommendations.

EVENT STYLING | assist you with wedding design and styling.

CONTRACT REVIEW | review your vendor contracts to avoid any redundancies or unreasonable costs.

MEETINGS | schedule and accompany you at vendor meetings.

STATIONERY COORDINATION  
manage the design and production of your invitations and printed goods.

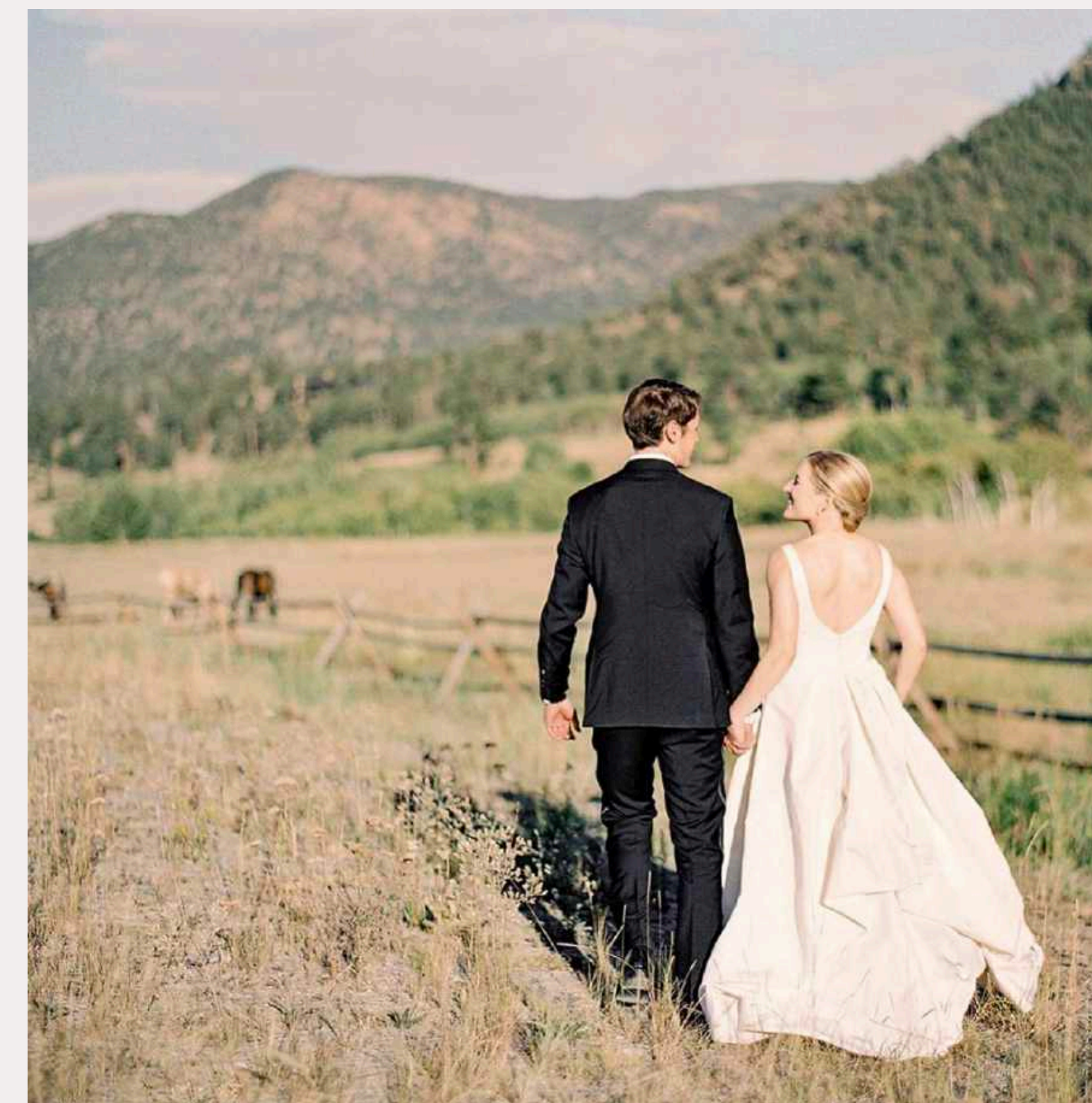
RENTAL COORDINATION | organize and coordinate rented items.

TRANSPORTATION | arrange and coordinate all day of transportation for the wedding party and guests.

HOTEL ACCOMMODATIONS  
coordinate blocks of rooms at selected hotels and negotiate group rates.

ATTIRE | ideas for where to purchase your wedding gown, groom’s attire or bridesmaids dresses.

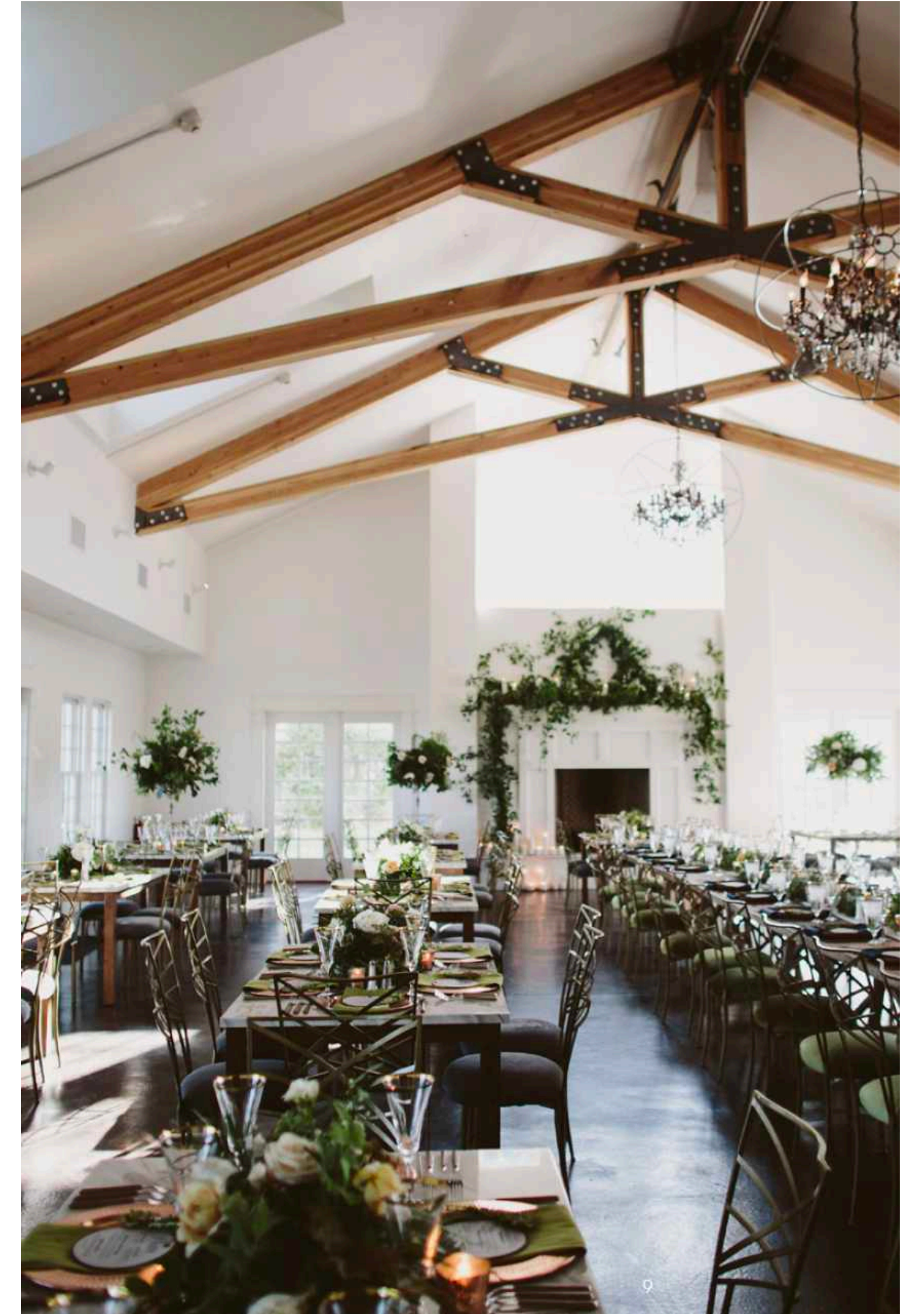
WEDDING ETIQUETTE | answer any and all questions!



# Design & Decor + Event Management

If you need support with design, colors, style, decor, floral, lighting and the overall ambiance of your wedding - this is a great place to start! We begin with our Design Questionnaire that helps get to know you and your fiancé, your style, and what aspects of your wedding are most important to you. From there, we review your Pinterest board or create a custom inspiration deck for you to hone in on your style even more.

We provide the absolute best recommendations that match your style, budget and visions in lighting, furniture, linens, rentals, florals, and other decor items. Although we spearhead the design process, we work in collaboration with you and your florist, venue, and rental and decor companies to pull your design together.





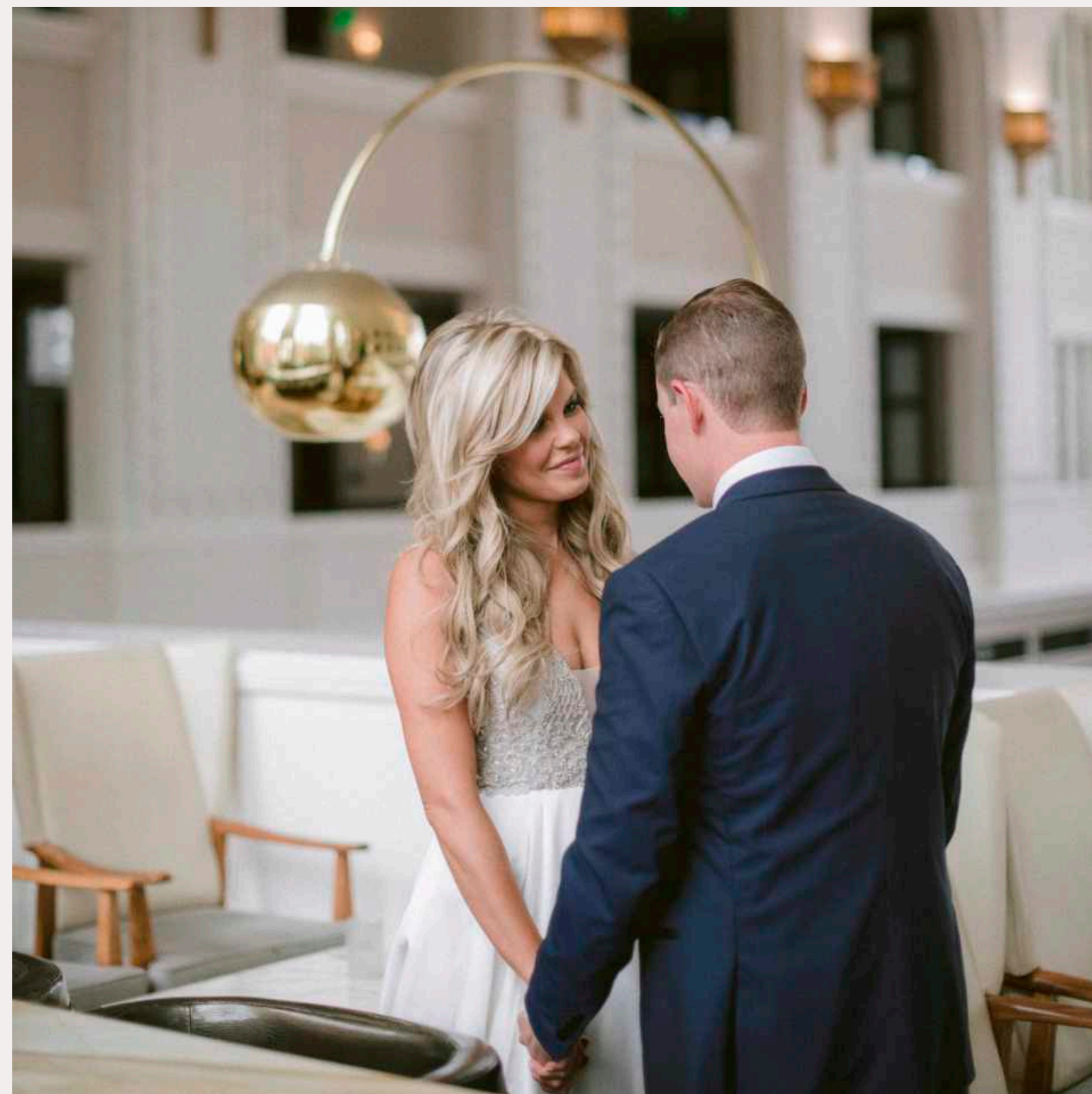


# Event Management

Our luxury version of Month-Of Planning is for the couple that wants to enjoy the day but also wants to have a little help in the planning! We start working with our clients right away by sending over a customized planning timeline and personalized vendor recommendations.

Although we really dive in 2-3 months out, we are in touch and available as a resource throughout your planning process. This comprehensive package includes up to 10 hours on the wedding day. We know managing the logistics and details can be stressful, so let us handle them!

This level of service allows you to celebrate your wedding with peace of mind knowing that everything is taken care of, so you can focus on the meaning behind the day.



# A LA CARTE

**We understand that sometimes you need a little more help in certain areas than others! The services below can be added to our Full-Service, Decor + Design and Event Management packages.**

**VENUE SELECTION** | Research and provide ideas for ceremony and reception venues based on your style, budget, and needs.

**WELCOME BAGS** | Ideas for what to include, where to shop for items, assembly and delivery of welcome bags for your wedding.

**WEDDING FAVORS** | Provide ideas, shop for items, and assembly and set-up of favors for your wedding.

**WEBSITE** | Create and maintain your wedding website on a website template such as eWedding, Wedding JoJo, The Knot, Wix or another template of your choice.

**REHEARSAL DINNER** | Venue recommendations, contract review, assistance with menu selection, design, set-up and attendance at rehearsal dinner.

**DAY AFTER** | Day after your wedding brunch coordination. This includes providing ideas, contract reviews, menu selections and all follow-up.

**RSVP MANAGEMENT** | Includes handling, tracking and follow-up of all guest RSVPs.

**BUDGET GUIDANCE** | Includes guidance on pricing, customized budget spreadsheet, keeping track of vendor payments and providing ideas on tips for vendors.

**TRANSPORTATION COORDINATION**  
Arrange and coordinate all day-of transportation for the wedding party and guests.

**HOTEL ROOM BLOCK COORDINATION** |  
Coordinate blocks of rooms at selected hotels and negotiate group rates.

**AFTER PARTY** | This includes providing ideas of where to hold the after-party, help with contracts and late-night bite selections & set-up.

# Elopements + Intimate Weddings

If you'd prefer to celebrate the love you share in a more intimate setting this package is the perfect option if you need assistance in planning an elopement getaway or small family gathering with a 30 or less guests. Your day doesn't have to be big to be amazing.

We leave the long guest list behind and assist in location and venue research, planning and design services, development of an event timeline, floor plan view and supervision on the day of - we'll craft an elopement that is just for you two!

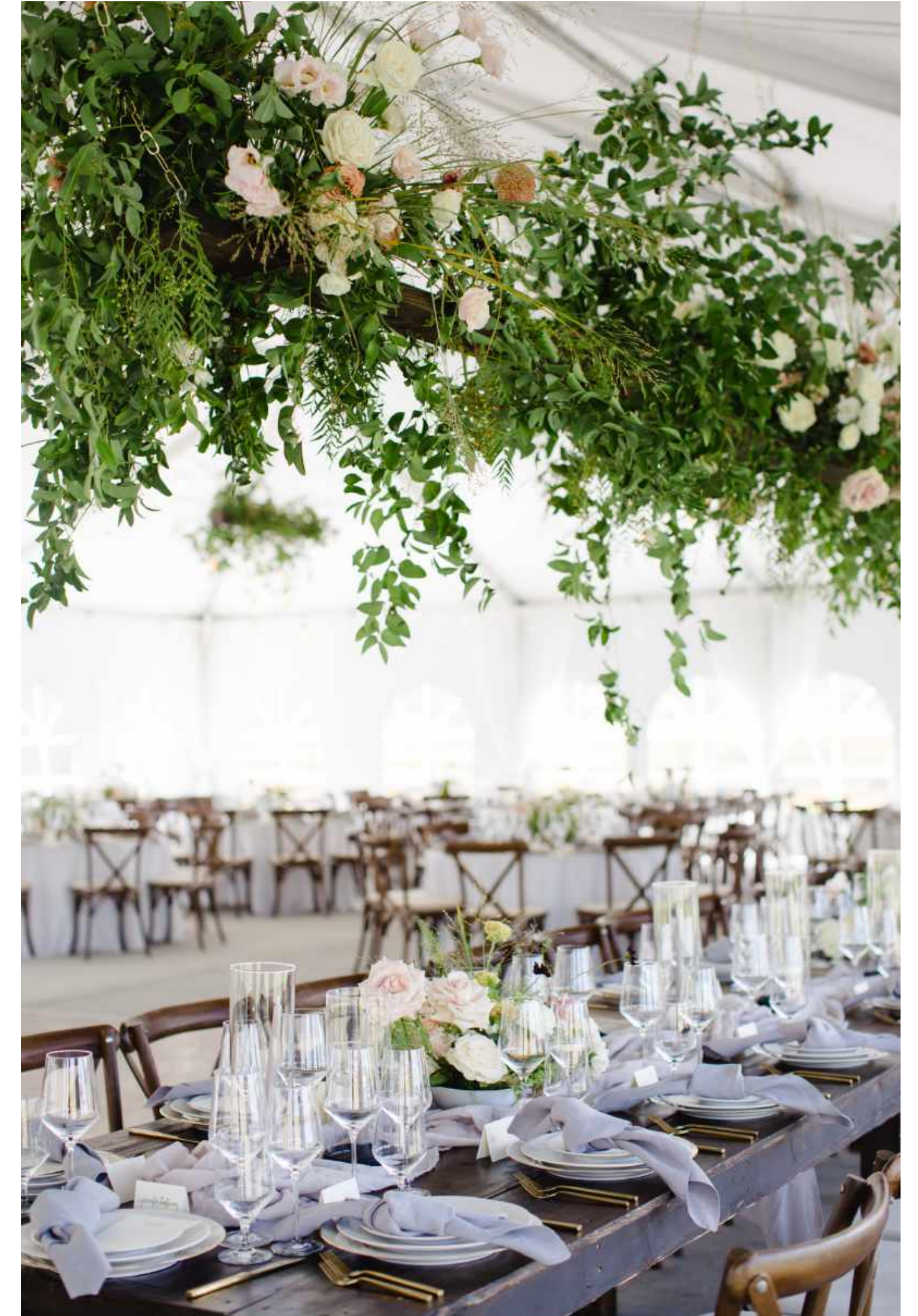




# Hourly Consulting

We've done it all and seen it all. Need a little advice and expertise on where to begin? We've got your back! Whether you need a little assistance on venue research, or a few recommendation on vendors, we can assist with our hourly consulting package. It's the perfect option for the engaged couple that knows exactly what they need but wants a nudge in the right direction.

Our hourly consulting can also help those couples that live in Colorado and are getting married elsewhere. It gives a little peace of mind to have an in-town advocate!



# Thank You

We can't wait to collaborate with you!



*Calluna*  
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