

# VALENTINA

WEDDINGS & EVENTS

VENUE SEARCH, PLANNING, MANAGEMENT, DESIGN







Getting engaged and planning a wedding is an exciting moment and we are so happy you found us!

We are a boutique wedding planning company based in Southern California & Lake Como, Italy. Our focus is on creating and executing the wedding that you have dreamed of and, within the process, build a solid and genuine connection with you. We believe your story can be told through the details, design, and look of your wedding day to leave a memorable experience for you and your guests. Our design style is inspired by the past and the present; our objective is to create a look that will always feel timeless and elegant and incorporate modern touches.

We can't wait to hear back from you!



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# BEHIND THE COMPANY

## CIAO!

My name is Valentina and I am excited to get to know you!

After graduating from University in Milan and after almost 10 years in hospitality managing events for up to 1000 people, I founded Valentina Weddings & Events to plan memorable, elevated, design-driven, well executed and fun celebrations for my couples.

I believe in the importance of family. I grew up in the Old World bathed in strong family traditions, such as Sunday gathering at my grandma's house with the entire family for a meal, or going out to do grocery in the village market where everybody knows each other; I consider family as sacred and the wedding day is your first step towards building/expanding your own.

Working on your wedding and helping you in this important milestone is not only a job for me, it is an honor that comes with a great responsibility.





# OUR PHILOSOPHY

## YOU WILL NEVER BE PASSED DOWN TO AN ASSISTANT.

We don't work with a high volume of couples because we care about building a strong foundation and a trusting relationship. By choosing us you also trust that no matter what happens in Valentina's life, there will always be a backup plan to make sure your wedding is covered. Valentina Weddings & Events is a family business and Ben, partner in the business and husband of Valentina, on top of being the team captain on the wedding day, is also always up to date with any event, he often participates in site tours and meets the couples before the wedding. In the very unlikely case Valentina can't be at the wedding (which has never happened!) you won't be passed down to an assistant, you will be cared for by the other owner of the business. Our amazing assistants do play a key role on the wedding day: they help us with set up and various duties to make sure the event will go smoothly!





# WHY US?

LOGISTIC EXCELLENCE  
for a **well executed** event

DESIGN EXPERTISE  
to bring **your vision** to life

GENUINE CARE  
to create an easy, **trustworthy**  
**relationship** with your planner





# THE PROCESS



1

## YOUR INITIAL INQUIRY

You looked at our website and you decided to fill out our contact form! I will reply to you within 72 hours with some more information about our planning packages and availability! The more information you give me in the contact form, the better I can assist you with a personalized reply!

2

## THE ZOOM CONSULTATION

Once you have reviewed the email I sent you you will be able to set up a consultation call to virtually meet me! It is so important to have a video call as you can get a good feel of how I work and what my personality is. It is fundamental to hire a planner that you feel comfortable with!

3

## CUSTOM PROPOSAL

After the video call I will be able to provide you with a custom quote based on your needs



4

## CONTRACT PREPARATION

You have decided to hire me! Yay! Just know that I am SUPER excited!!! I will send you the contract for digital signature and once the deposit is paid we will officially start working together.

5

## ONBOARDING

Time to get to work! The first step of the process is the same for every planning package and it consists in preparing your online space, filling up some questionnaires and having a first planning Zoom call. Every step after the onboarding will be personalized based on the service you selected





# THE SERVICES



# FULL WEDDING PLANNING

## THE VENEZIA

Our full planning service is specifically designed for couples who dream of the perfect wedding but **have a busy lifestyle and need someone they can trust to plan and bring their vision to life.** It covers everything about your wedding, from the vision and design to vendor selection, etiquette advisor, budgeting, and management of the wedding day. We start the process by getting to know you and your story, your life, and your personality. This allows us to guide you through every step, in a way that fits your needs and matches your vision.

The full planning comprises 3 main pillars: budgeting and planning, design and logistics, and execution.

### BUDGETING & PLANNING

- Kickoff call to define budget and planning phases
- **Personalized wedding budget based on priorities**
- (1) **monthly Zoom call** to review tasks and discuss next steps
- Email and telephone communication as necessary during office hours
- Online planning portal access
- Access to your **online planning timeline with monthly to-do lists**
- **Deposit and payment tracking** and reminders
- **Etiquette support** throughout the process
- **Personalized vendor referrals**
- Attend planning meetings with vendors such as rentals, tabletop, venue, and floral
- Be the liaison for communication between you and your vendors so that you can spend more time with family and less on your emails.
- **Vendor's contract management and review**
- Develop and maintain a relationship with the on-site coordinator or venue site management and act as your liaison for any issues that arise
- **Room blocks negotiation and support**
- Research and arrange transportation
- Assistance in couple's wedding insurance selection
- Communicate venue policies to vendors and confirm final orders







- **Draft a well-organized day-of wedding timeline** and coach vendors on its contents
- Creation of detailed floor plans and distribution to vendors

## DESIGN & LOGISTICS

- Questionnaire and brainstorming meeting to determine your vision, style, and priorities
- **Creation of mood board**
- **Creation of a cohesive and custom design concept** that includes: stationery, ceremony, cocktail hour, reception, escort cards display/seating chart, day of decor, cake
- **Dress code and color/style guidance**
- Creation of a comprehensive **online design board that includes sketches, floor plan ideas, and samples.**
- (3) Zoom meetings: brainstorming, design board presentation, design board decisions
- Ensure that your design concepts are clearly communicated to other design-related vendors through detailed meetings and mockups
- Source any specialty items or artistic fabrications needed to complete the design of your wedding
- Rental selection including mise en place, furniture, lighting, signage...
- **Collaborate with you and your floral designer** to create the concept of your centerpieces, bouquets, boutonnieres, and all floral installations
- **Collaborate with you and the stationer** to create the concept for wedding invitations, RSVP cards, envelopes, menus, escort cards, programs, and signage
- **Collaborate with the caterer/venue** to ensure the realization of the culinary vision
- **Wedding website creation and guidance**

## EXECUTION - CEREMONY REHEARSAL COORDINATION

- (1) hour wedding **ceremony rehearsal**
- Coordinate with officiant if they are unable to attend rehearsal
- Retrieve any personal decor items from you (favors, candles, menus, escort cards, etc.)
- **Bridal party instructions and timelines**

## EXECUTION - WEDDING DAY MANAGEMENT

- (12) hours of **onsite coordination on the day of the wedding (set up and breakdown included)**
- **Full coordination of your hired vendors**, including venue, catering, photographer, florist, videographer, DJ, band, musicians, officiant, staffing company, beauty team, production crews, etc.
- **Pre-wedding ceremony set up, styling, and coordination to bring your design to life.** This includes the set up of table numbers, favors, menus, candles, cake knife, toasting glasses, menus, head table seating, guestbook, programs, cake serving set, escort cards, seating chart, etc.
- Full coordination of the ceremony cocktail hour and reception cues
- Distribution of tips and thank you cards to vendors on your behalf
- Bridal emergency kit on hand
- We will make sure someone from your family is assigned to transport your gifts and cards or we will place them in your suite upon your approval.

## ADD-ON SERVICES:

- Venue search
- Guest favors bag assembly and hotel delivery
- Additional hours on the wedding day
- Additional planning hours
- Additional events (rehearsal dinner, welcome reception, post-wedding brunch..)
- Personal bridal assistant for the wedding day
- Travel, accommodation, and extra expenses





# VENUE SEARCH

Dreaming of the perfect wedding venue but can't seem to make sense of the endless options available? Our venue research service removes the overwhelm of finding the right venue for your wedding. We'll listen to your criteria to understand your priorities and find the venue that matches your wishlist of items!

Your wedding venue is the most important decision you'll make during the planning process, and this service has been custom designed to help couples secure the best option. With our years of experience and industry connections, you'll have your perfect wedding venue secured in just a few weeks!

Here's how our process works:

**BRAINSTORMING:** We'll meet either in person or virtually to discuss your needs and expectations, and then roll up our sleeves and find the perfect wedding venue for you.

**RESEARCH:** Using our extended network of venues and the relationships we've cultivated over the years, we will research venue options for you based on your criteria and wishlist items, including venues that are hard to find and secure

**PRESENTATION:** After careful research, we will present three venue options matching your wishlist criteria. Our presentation will detail key components of each venue, including availability, capability, size, style, and costs—along with pros and cons. You'll be able to compare these details side by side.

**TOUR:** Our venue presentations are so good that it can be hard to pick your fav. That's why we'll schedule and accompany you on a day of venue tours. If you are not local, we will do the tour for you.

**FINAL SELECTION:** Voila! You've chosen your perfect venue. Our team will help you secure your dream wedding location and lock down your precious wedding date.





This service has a turnaround time of maximum 90 days. It includes:

- Initial venue brainstorming meeting to map out needs and expectations
- Thorough research of available venues and options based on your criteria
- Access to our relationships with stunning wedding venues
- Detailed venue presentation for locations available on or around your wedding date. We will present you with up to three (3-5) wedding venue options.
- Each venue profile to include:
  - Venue profile
  - Availability
  - Capacity
  - Size and scope
  - Packages and costs
  - Style profile, including images and inspiration
  - Pros and cons list

We will schedule and accompany you on up to three (3) venue tours (virtual or in person) so you can see each venue in person. During our tours of your preferred venues, we will address your questions and concerns with the venue manager. You will have access to our knowledge and expertise to make the right decision. After our venue tours, we will help you secure your final choice by assisting in preparing the agreement and understanding the terms and conditions.



## WHY HIRING A FULL SERVICE WEDDING PLANNER & DESIGNER FROM THE BEGINNING OF YOUR PLANNING PROCESS?

- **Avoiding costly mistakes** such as allocating too much for a specific vendor, without knowing industry pricing
- Getting all the important information that you won't know to ask about a venue, before signing a contract
- **Hiring vendors that are professional**, know what they are doing and breath and live weddings. Remember, the magic can be done when the team works!
- **Building a timeline and floorplan that actually makes sense** for the vendors. There is much more that just what "looks good" to make a successful event
- **Creating your design vision** and helping you refine it when you don't know where to start
- **Keeping track** of each vendor payment, contracts, overall budget
- Having **a trusted person that will let you know what should be done**, month by month so you don't forget about anything!
- Over the time we are hired, your full service wedding planner will talk to all the vendors by email, phone, in person about all the logistics so **you don't have to worry about spending time on your email and you can enjoy time with your partner and family!**



# WHAT OUR COUPLES SAY...

"Valentina is above and beyond what we could've dreamed of in a wedding planner. As soon as we started talking to her, my husband and I knew immediately this is who we wanted to work with. **She's down to earth, easy to talk to**, and we quickly felt like we could trust her completely. We utilized the full wedding planning and design package and worked with Valentina for over a year up until our big day. She helped us **refine our vision and determine what elements were most important to us, all while remaining respectful and conscientious of our budget**. She has an **extensive amount of connections** with quality vendors and years of experience to guide us. She worked hard to first understand the feel we wanted to give our guests, and then offer suggestions and insight on how to achieve our vision. We had the most beautiful wedding and definitely would not have been able to pull it off without Valentina! **She took away all the stress and work of wedding planning and made it a fun, enjoyable experience!** "

"...WHERE DO I START WITH THE WONDERFUL AMAZING VALENTINA?!  
**SHE WAS THE HUMAN XANAX TO MY WEDDING PLANNING. I ALWAYS FELT LIKE THINGS WERE WELL TAKEN CARE OF. SHE WAS ALWAYS 10 STEPS AHEAD OF ME.**"



*"Valentina went above and beyond our expectations!! **We live in Sacramento and were completely dependent on her with planning and organizing** our Wedding Day in only six months! We have very demanding jobs and Valentina was extremely flexible with Zoom and email correspondence. **We had no idea how much work went into planning a wedding and she really diminished a lot of the stress** with how prepared she was in every step of the planning process. She is very organized, detail-oriented, and extremely knowledgeable in all things wedding planning"*





AS SEEN ON

BRITISH  
**VOGUE**

WEDDING  
SPARROW

*Magnolia*  
ROUGE

CALIFORNIA  
WEDDING DAY

San Diego Style  
WEDDINGS

**SPOSI**  
MAGAZINE



# WEDDING MANAGEMENT

## THE POSITANO

This package is perfect **for couples that already planned the wedding and need a coordinator who will put everything together** and provide guidance through the last few months. We will start working with you 90 days before the wedding and we will assist you with the coordination of the very final details before your wedding.

### PRE-WEDDING PLANNING

- Email and phone communication with you and your vendors starts 3 months before the wedding
- Personalized to-do list for the final 3 months
- Access to your online planning folder to easily keep track of all of your documents, vendors, questionnaires, timelines, diagrams, preferred vendors
- Review the files and vendor contracts you signed
- Zoom call at the 90-day mark to start the coordination process
- Walk-through of your venue/s to go over the floor plan within the 3 months before the wedding
- Monthly Zoom calls
- Review the BEO (Banquet Event Order) provided by the caterer/venue
- Draft a well-organized day-of wedding timeline and diagrams and coach vendors on its content

### CEREMONY REHEARSAL COORDINATION

- (1) hour wedding ceremony rehearsal
- Coordinate with the officiant if they are unable to attend rehearsal
- Retrieve any personal decor items from you (favors, candles, menus, escort cards, etc.)
- Bridal party instructions and timelines

## WEDDING DAY MANAGEMENT AND INSTALLATION

- (12) hours of **onsite coordination on the day of the wedding** (set up and breakdown included)
- **Full coordination of your hired vendors**, including venue, catering, photographer, florist, videographer, DJ, band, musicians, officiant, staffing company, beauty team, production crews, etc.
- **Pre-wedding ceremony set up, styling, and coordination to bring your design to life.** This includes the set up of table numbers, favors, menus, candles, cake knife, toasting glasses, menus, head table seating, guestbook, programs, cake serving set, escort cards, seating chart, etc.
- Full coordination of the ceremony cocktail hour and reception cues
- Distribution of tips and thank you cards to vendors on your behalf
- Bridal emergency kit on hand
- We will make sure someone from your family is assigned to transport your gifts and cards or we will place them in your suite upon your approval.
- **Bridal assistant** for (4) hours during the getting ready

## ADD-ON/EXTRAS:

- Guest favors bag assembly and hotel delivery
- Additional hours on the wedding day
- Additional planning months







# COMMON QUESTIONS

## WHY SHOULD WE HIRE A PLANNER FROM THE BEGINNING?

- Avoiding costly mistakes such as allocating too much for a specific vendor, without knowing industry pricing
- Getting all the important information that you won't know to ask about a venue, before signing a contract
- Hiring vendors that are professional, know what they are doing and breath and live weddings. Remember, the magic can be done when the team works!
- Building a timeline and floorplan that actually makes sense for the vendors. There is much more that just what "looks good" to make a successful event
- Creating your design vision and helping you refine it when you don't know where to start
- Keeping track of each vendor payment, contracts, overall budget
- Having a trusted person that will let you know what should be done, month by month so you don't forget about anything!
- Over the time we are hired, your full service wedding planner will talk to all the vendors by email, phone, in person about all the logistics so you don't have to worry about spending time on your email and you can enjoy time with your partner and family!

## WHEN SHOULD WE HIRE A PLANNER?

Couples should consider hiring a wedding planner as soon as they begin the wedding planning process. Ideally, the earlier, the better! Hiring a wedding planner early on allows you to benefit from our expertise throughout the entire planning journey. A wedding planner can assist with budgeting, venue selection, vendor recommendations, and overall event design, and much more





## **I DON'T HAVE A VENUE YET, CAN YOU HELP ME FIND THE PERFECT ONE?**

Yes, we do! We have a step-by-step process for couples that hire us for venue selection (on top of the full planning). Choosing a venue can be overwhelming, but with our support you will find the one with an easy, clear, stress-free process. We will work with you to establish your needs for the venue, your desired style and atmosphere, and your budget. Then, we will present you with a selection of venues that meet your criteria. We will also research the venues, contact them, and arrange for you to tour them (in person or virtually if you are not local). Once you have identified the perfect venue, we will help you to negotiate the best deal.

## **I JUST NEED A DAY OF COORDINATOR, DO YOU OFFER THIS SERVICE?**

Like many other planners, we don't have a day-of-wedding coordination package.

There are multiple reasons behind this choice: we strongly believe (and know) that no great event can be flawlessly executed by simply taking over the whole planning only one or two weeks before. Especially if we are talking about a wedding, one of the most important days in a couple's life. The second reason is that we take each wedding very seriously as if it was our own, and as professionals, it would not feel right to guarantee you a successful event by jumping in at the last minute. In fact, one or two weeks before the event is too late to fix any issue that a coordinator can bring to your attention after checking your vendor contracts floor plans, and so on. Moreover, it can be quite costly to fix last-minute problems compared to solving them ahead of time.

The question you want to ask yourself is: after all the planning, the emotional and monetary investment that preparing a wedding requires, would you feel comfortable, and do you think it would be worth it, to leave the coordination and management of your big day to a stranger that has not created a relationship with you, took the time to dive deep into your wedding documents and worked with your vendors in the previous months?





## **A WEDDING PLANNER IS ONE OF THE BIGGEST SERVICE BASED VENDOR INVESTMENT IN A COUPLE'S WEDDING..... WHY?**

**We work on average 300-400 hours per wedding** and often the project is a year long **while for most of other vendors, the amount of hours dedicated to client work is drastically reduced.**

**We take over lots of responsibility,** more than any other vendors throughout the planning process.

**We pass down to our clients vendor connections, our decade long experience and our skills,** avoiding you lots of costly mistakes.

**We are there to support you from beginning to end** and we pour our soul into planning the perfect wedding for you!







# FOR YOUR WELL BEING

## **LEARN TO SAY NO**

Planning a wedding is exciting and fun, but it can also be one of the busiest times of your life. If you don't want to end up being a nervous wreck before your wedding day, learn to prioritize and say no to any new commitments that would take away from other important wedding-related tasks.

## **HAVE A LITTLE FUN**

Take out your calendar and schedule a few fun days between all your wedding planning. Make fun and laughter a priority in the weeks leading up to your wedding. Sometimes it's important to come back down to earth and remember why you're choosing to marry your partner. Or perhaps go out and enjoy an afternoon with the girls where you don't talk about the wedding at all.

## **MOVE YOUR BODY**

Exercise does wonders when you've got a lot on your plate. Sometimes you need to take a breather and focus on your health. This doesn't mean that you need to schedule in an hour at the gym every day either. If you're strapped for time, a simple 15-20 minute walk or yoga session can make all the difference to your stress and energy levels.

## **JUST BREATH**

Take a complete timeout from wedding planning as often as you need to. Every couple deserves a relaxing soak in the tub or a heavenly hot stone massage to relieve some of the tension you might be feeling. It can be difficult to make time to simply relax but do your best to find the time, even if it's just 30 minutes a week.



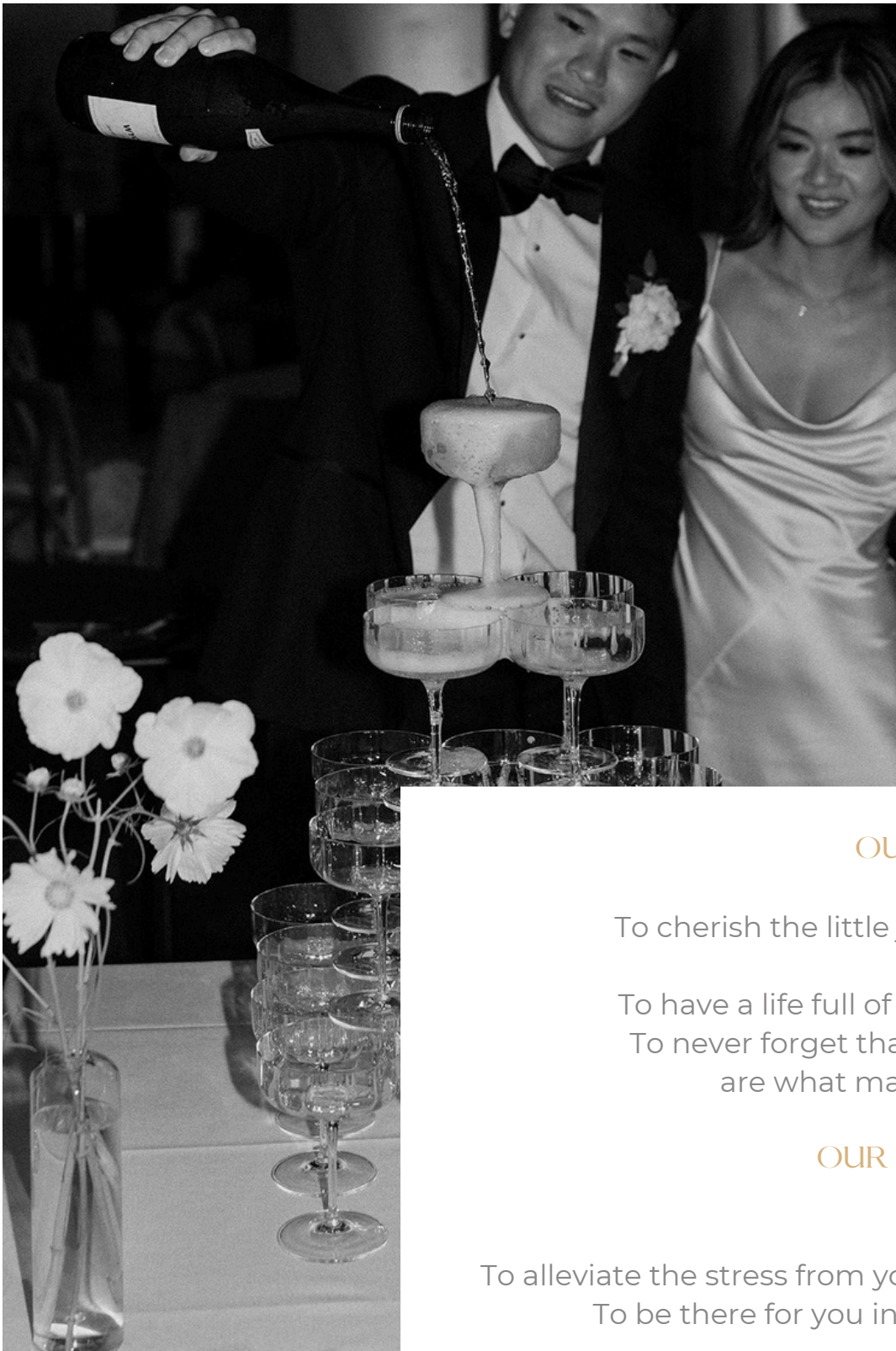
Just  
♥ Married

Carrera

PORSCHE

APR California 2024  
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### OUR WISH FOR YOU

To cherish the little joys of everyday life  
with your partner.  
To have a life full of happiness and love.  
To never forget that family and health  
are what matter the most in life.

### OUR PROMISE TO YOU

To be your guide.  
To alleviate the stress from you and your partner.  
To be there for you in joyful and stressful  
planning moments.  
To help you spend less time planning  
and more time with your family and friends.  
To plan an event that is a reflection of who you are.  
To be your very personal human Xanax.





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