

WEDDING LOGISTICS DETERMINE YOUR BRAND

CONSIDERATIONS	OPTIONS	HORSE STAMP INN
Property Capability	<ul style="list-style-type: none"> * Indoor space up to __ (No of guests) * Outdoor space (open-air?) * Permanent Structure * Space for Tents * Weather Changes 	<ul style="list-style-type: none"> * 16 Acres; Greenspace for very large and multiple tents * Gathering Room up to 20 guests * Event Barn up to 50 guests * Tent up to 500 guests
Parking Capability	<ul style="list-style-type: none"> * All parking on-site * Off-site parking with shuttle service 	<ul style="list-style-type: none"> * Parking for up to 500 guests in two locations (front & back of guest house)
Guest Room Requirements	<ul style="list-style-type: none"> * No guest rooms required for wedding to occur * Require guest room for wedding couple (or Bride to get ready in) * All rooms required (Destination Wedding) 	<ul style="list-style-type: none"> * For weddings over 30 guests; all five guest rooms are rented * Elopements include room for Wedding Couple
Wedding Events	<ul style="list-style-type: none"> * Ceremony Only * Ceremony & Reception * Rehearsal Dinners * Post-wedding Gatherings * Sunday Brunch 	<ul style="list-style-type: none"> * Full wedding—2 full days includes Rehearsal, Rehearsal Dinner, Hair & Make-up, Bridal Lunch, Ceremony, Cocktail Hour, Reception, Post-party at Bon-fire or Pool
Ceremony Sites	<ul style="list-style-type: none"> * Indoor * Outdoor 	<ul style="list-style-type: none"> * (8) Outdoor options * (2) Indoor options
Catering	<ul style="list-style-type: none"> * Cater in-house with commercial kitchen * Exclusive Caterer w/ Packages (include your fee) * Preferred Caterer list * DIY—Allow any food to be brought in 	<ul style="list-style-type: none"> * Caterer list provided * Full-Service Requirements for ALL receptions * Rehearsal dinners with 30 guests & under may have catered drop-off
Planning/Coordinating	<ul style="list-style-type: none"> * No involvement on your part * No requirements for professional planning/ coordinating * Require professional day-of coordinator * Require professional full-service planner * Provide in-house planning and/or coordinating 	<ul style="list-style-type: none"> * Provide planning guide which includes timeline, vendors, checklists, etc. * Send questionnaires to help determine set-up and timeline * Conduct “day-of” coordinator services
Banquet Items & Set-up	<ul style="list-style-type: none"> * Rentals * In-house inventory (tables, chairs, linens) * Combination of both * Allow parties to bring in their own 	<ul style="list-style-type: none"> * Arrange all rentals * Have farm tables and limited chairs
Décor	<ul style="list-style-type: none"> * DIY (Bride brings everything) * Planner/Floral handles everything (may involve rentals) * In-house inventory of options 	<ul style="list-style-type: none"> * Goal is to avoid DIY situations * Partner with Florists * Offer discounted floral program * Building inventory of décor
Partnership with Other Vendors	<ul style="list-style-type: none"> * No involvement (Bride can use whomever she chooses) * Preferred vendor list (Have been vetted by you and they know property. They’ve signed vendor agreement form) * Use exclusive vendors (You may add service charge to packages) 	<ul style="list-style-type: none"> * Have preferred vendor list * Do not mark-up vendor packages * Do not yet have “exclusive vendors”

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Vendor Agreement & Insurance	<ul style="list-style-type: none"> * No requirements * Vendors sign an agreement form which outlines requirements of how they operate on property 	<ul style="list-style-type: none"> * Vendors sign agreement ahead of wedding day; expires in one year * If we hire vendor directly, we request liability insurance
Event Insurance	<ul style="list-style-type: none"> * Do not require insurance * Require Liability Insurance * Require Host Alcohol Liability 	<ul style="list-style-type: none"> * Weddings over 30 guests are required to list us as an insurance on an event liability certificate. Includes Host Alcohol Liability. Most brides use www.wedsafe.com * Event Insurance is optional
Restrooms	<ul style="list-style-type: none"> * Use the public restroom available in the Inn * Rent portable restroom stall with hand-washing station * Rent electric bathroom trailer with running water and flushing toilets * Build outdoor restrooms 	<ul style="list-style-type: none"> * For weddings over 30, portable restrooms are included in their package. * Restroom Trailer available as an upgrade
Staffing a Wedding	<ul style="list-style-type: none"> * None * Site Manager to oversee vendors * Full Staff; Greeters, Parking assistance (valet), Housekeeping, Banquet Staff, Maintenance, Security 	<ul style="list-style-type: none"> * For every wedding over 30, we have at least 4 employees (including ourselves) Set-up takes place over two days
Special Amenities	<ul style="list-style-type: none"> * None * Things to enhance the couple's experience * Amenities to enhance the B&B guest's experience * Amenities to enhance the guest's experience 	<ul style="list-style-type: none"> * Special turn-down for the wedding couple * Beverage service (water or lemonade) for arriving guests at ceremony * S'more package * Coffee service * Massage/Yoga services
Alcohol	<ul style="list-style-type: none"> * Not allowed * Beer & Wine only—brought in by couple or caterer * Open bar * Kegs * Served with glass or disposable * Licensed bartenders (vendor or caterer) * You provide everything (licensed required) 	<ul style="list-style-type: none"> * We are able to have couples bring in their own liquor. We allow all kinds except kegs. * Licensed bartenders are required for every event over 30 guests.
Inclement Weather Back-up	<ul style="list-style-type: none"> * Indoor options * Sided tents * Heaters * Air-conditioning * Misting fans 	<ul style="list-style-type: none"> * Ceremonies under tents * Sides ordered for tents * Heaters
Number of Weddings-vs- B&B Availability	<ul style="list-style-type: none"> * If doing Destination Weddings, how many weekends do you not want available to B&B guests 	<ul style="list-style-type: none"> * Our goal is to book as many weekends as possible. * We release rooms 4-5 months before date if not booked with wedding.

SALES & MARKETING DETERMINE YOUR BRAND

CONSIDERATIONS	HORSE STAMP INN
What is your overall sales goal. What % of wedding revenue vs B&B revenue are you striving for	* At least 24 weddings per year
How will you utilize your current website:	* Weddings / Elopement Section * Pictures * Videos
How will you obtain leads:	* RFP on website
What is your Lead Process:	* Inquiry * Automatic Thank you screen * Automatic Thank you email with attachment * Personal Response with Requested Information * Follow-up three days after initial response * Follow-up six days after initial response
When/How will you do tours:	* Tours are scheduled and allotted for a two hour appointments
What organizations will you join	* ABC Wedding Planning (taking certification) *
How will you advertise	* The KNOT * The Wedding Wire * The Wedding Spot
Will you attend Bridal Expos	* Have attended one in the past 18 months. Not sure of return.
How will you manage the sales process	* Checklists * Online invoicing and payments
How will you manage the planning process	* Honeybook / Aisle Planner * Hard copy planning magazine (customized for Horse Stamp Inn brides) * Questionnaires * Set-up Documents with layouts * Timelines * On-site planning
What is your presence on Social Media	* Post wedding inspiration every other week on Facebook and Instagram