



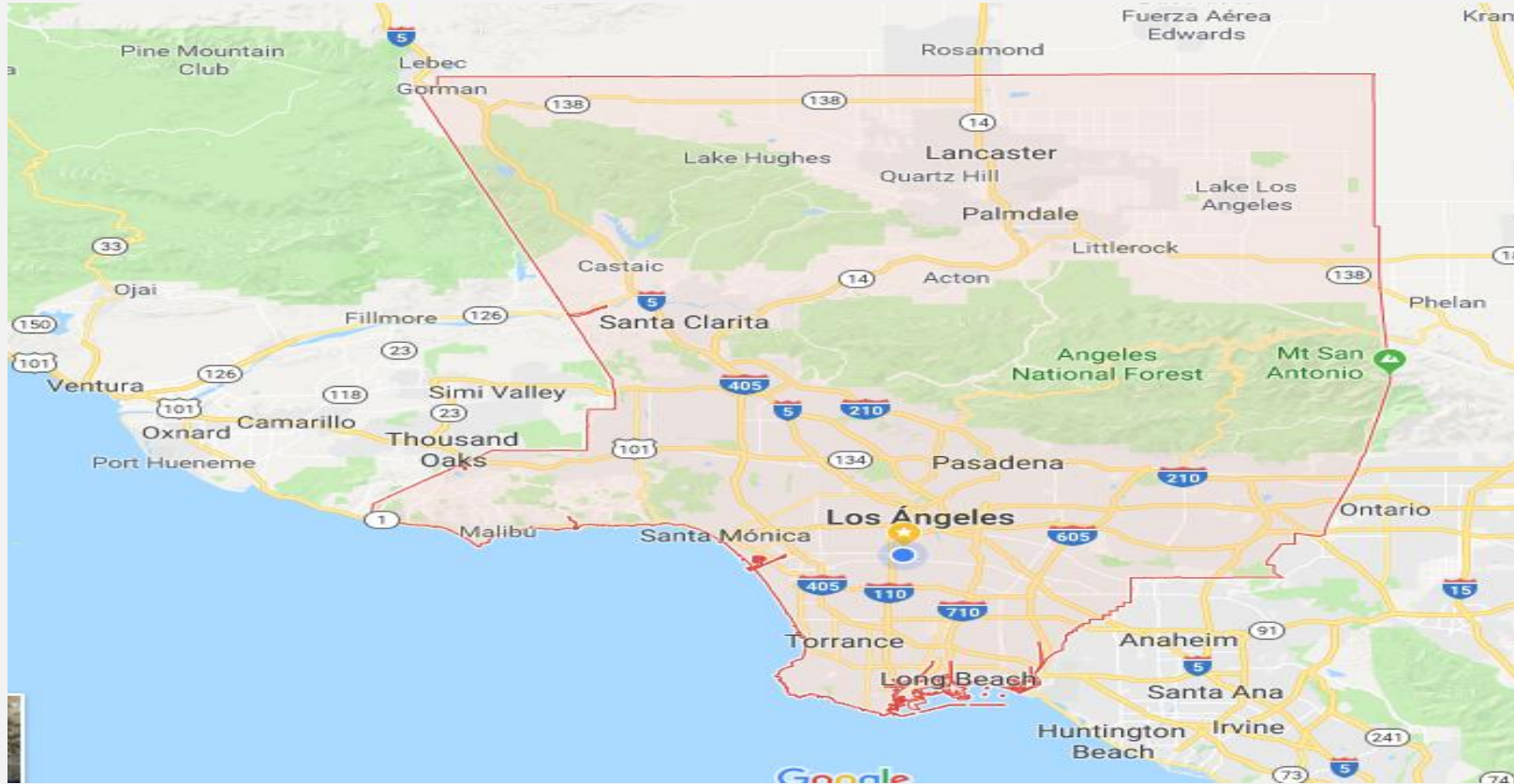
PROJECT 2: MALENA'S WEDDING

Wedding & Events Planner
By: Ma. Elena Merizalde D.

ABOUT US

- Malena Weddings is a company that offers its services in LA County.
- Maria Elena Merizalde has recently being certified as a wedding planner by Lovegevity Wedding Planning Institute. Has previous experience in Project Management as a consultant in different companies.

OFFICE LOCATION



MARKETING

- We will create a webpage to offer our services to future brides and grooms.
- We will focus our marketing efforts in social media pages (Facebook, Instagram and Pinterest).
- We will organize an event with vendors to know them and create business relationships.

BUSINESS CARDS



Maria E Merizalde
Wedding Planner



323 815 0663



maria.merizalde@gmail.com



www.malenaweddingplanner.com

WEDDING PLANNING PACKAGES

Malena's Wedding Co.



Packages

Packages • Standard Package (\$800)

For couples that are looking for support with their plans and need some wedding day direction.

- 1 Customized Wedding Planning Notebook
 - 2 Ongoing consultation - in person, phone and email
 - 3 Vendor contract review
 - 4 Creation of wedding day itinerary
 - 5 Two meetings in the month leading up to your wedding to review all the details
 - 6 Event style and design consultation
-

WEDDING PLANNING PACKAGES

Malena's Wedding Co.



Packages

Deluxe Package (\$1350)

Full service wedding planning while we give a helping hand ensuring your vision becomes reality

- 1 Customized Wedding Planning Notebook
- 2 Ongoing consultation - in person, phone and email
- 3 Three meetings to review planning process and provide assistance
- 4 Vendor contract negotiations and review
- 5 Creation of wedding day itinerary
- 6 Coordination of ceremony and reception set up and break down
- 7 Assist with wedding rehearsal
- 7 Event style and design consultation

WEDDING PLANNING PACKAGES

Malena's Wedding Co.



Packages

Premium Package (\$2500)

We take care of all your planning needs and all the assistants for making your special day your dream wedding.

- 1 Customized Wedding Planning Notebook
- 2 Ongoing consultation - in person, phone and email
- 3 Five meetings to review planning process and provide assistance
- 4 Ceremony and reception recommendations
- 5 Vendor recommendations, vendor contract negotiations and review, and confirmation of vendor prior to event day
- 6 Creation of wedding day itinerary
- 7 Assist with event design and invitations
- 8 Assist with budget
- 9 Coordination of ceremony and reception set up and break down
- 10 Assist with wedding rehearsal
- 11 Event style and design consultation
- 12 Day of services: beginning to end

WEDDING PLANNING PACKAGES

Malena's Wedding Co.



Packages

“Day of” Services Contract (\$600)

This package is for couples not wanting to do more work then they need to on their special day. Leave all the worries to us!

- 1 Unlimited calls, emails, advice + guidance through the entire planning process
- 2 Vendor contact to confirm day-of details
- 3 Coordinating the logistics and details (walk-thru, floor plan, flow)
- 4 Detailed day of itinerary including a wedding day timeline
- 5 Rehearsal coordination
- 6 Coordinating and executing on wedding day
- 7 Supervise vendor setup of décor and rental items at ceremony and reception
- 8 Setup of all personal items (programs, ceremony, escort cards, favors, etc.)
- 9 Distribute personal flowers
- 10 Provide Emergency kit
- 11 Ensure timing is kept
- 12 Ensure all vendors receive final payments and gratuities

BRIDAL CLIENT PROFILE DATA SHEET

Malena's Wedding Co.



I would like to employ the services of _____ for:

- Planning and designing my wedding.
- Directing the “day of” my wedding at _____
- Other _____

Please sign here for the day of service agreement:

Please fill out the following information completely:

Bride's Name:

Wedding Date:	City of Wedding:
---------------	------------------

Street Address/PO Box: _____

City:	State:	Zip:
-------	--------	------

Phone:	Work Phone:
--------	-------------

Email:	Budget:
--------	---------

Number of Guests: _____

Indoor:	Outdoor:
---------	----------

Seated:	Buffet:
---------	---------

Specific Requests: _____

Note.: _____

BRIDAL CLIENT PROFILE DATA SHEET

Please choose the category or categories you are interested in getting more information from to help plan your wedding:

Bridal Shops	Alterations	Looking Good	Wedding Cakes	Reception Hall
Decorations	Invitations	Gifts	Florists	Rental
Hotel Accommodations	Officiant	Ceremony Sites	Consultants	Limousine
Photographer	Videographer	Jewelry	Honeymoon Packages	Tuxedos
Events	Specials	Real Estate	Insurance	Loan Information
Relationship Education	Lovegeivity Newsletter	Subscriptions	Entertainment – Type:	

Provide payment information below **only** for the reservation and payment of wedding “Day Of” services.

Authorized Signature:			Date:
Visa	MasterCard	AMEX	Discover
Card#:		Exp. Date:	

Bridal Profile Questionnaire

1. Name of Bride-to-be (B2b): _____

Date of birth: _____

2. Name of Groom-to-be (G2b): _____

Date of birth: _____

3. Current Address: _____

4. Future Address: _____

5. Age:

- a. 18 – 24 b. 25 – 30 e. Over 45
c. 31 – 35 d. 36 – 45

6. Income:

- a. Under \$30,000 b. \$31,000 - \$50,000
c. \$51,000 - \$75,000 d. \$76,000 - \$100,000
e. Over \$100,000

7. City of Wedding: _____

8. Wedding Date: _____

9. Time of Ceremony: _____

10. Time of Reception: _____

11. Bride's heritage (optional): _____

12. Groom's heritage (optional): _____

13. Wedding Budget:

- a. Under \$10,000 b. \$10,001 - \$15,000
c. \$15,001 - \$20,000 d. \$20,001 - \$25,000
e. Over \$25,000

14. Number of guests: _____

Used for price per person estimates, such as invitations, catering, and cake.

15. How many hotel rooms are needed? _____

16. What type of wedding is planned?

- a. Very Formal c. Semi-Formal e. Other
b. Formal d. Informal

17. Select two words from the following list that best describes your wedding day vision:

- a. Elegant b. Simple c. Party
d. Celebration e. Grand f. Traditional
g. Romantic h. Sophisticated i. Glamorous
j. Contemporary k. Hip l. Funky
m. Vintage n. Magical o. Festive
p. Conservative

18. How many bridesmaids, including the Maid of Honor?

- a. 1-3 b. 4-6
c. 7-10 d. 10 or more

19. How many groomsmen/ushers, including the Best Man?

- a. 1-3 b. 4-6
c. 7-10 d. 10 or more

20. Will you have a flower girl/s? If so, how many?

- a. 1-2 b. 3-4

21. Will you have a ring bearer?

- a. Yes b. No

22. Your favorite primary color is:

- a. Red b. Yellow c. Blue

23. Your favorite secondary color is:

- Green Purple Orange

24. Your favorite intermediate color is:

- a. Magenta b. Teal c. Gold
d. Lime green e. Red-orange f. Indigo

25. Your favorite achromatic color is:

- a. Black b. White c. Brown

26. Your favorite pastel color is:

- a. None b. Pink c. Purple
d. Blue e. Yellow f. Peach
g. Green h. All

27. Your favorite accent colors are:

- a. Tan, taupe, champagne
b. Black, platinum, sterling (silver)
c. Chocolate, latte, espresso
d. Purple, plum, lavender, lilac
e. Navy, indigo
f. Light blue, periwinkle
g. Peach, coral, cantaloupe
h. Red, cinnamon, apple
i. Light green, mint green, sea green

28. Your favorite wedding gown designers are:

(Choose all that apply)

Alfred Angelo	Alfred Sung	Alvina Valeta
Alyce	Amy Lee	Avica Bridal
Anjolieque	Bari Jay	Belsole
Bill Levkoff	Bonny MT	Bridal Originals
Champagne Formals	Christos	Demetrios
Desssy	Diamond Bridal	Emme
Fashion 1001 Nights	Forever Yours	Guzzo
Ian Stuart	Impression Bridal	Jasmine Bridal
Jacqueline Bridal	Jessica McClintock	Jim Hjelm
Jordan Fashions	Lamour Bridals	Lazaro
Lestella	Little Angels	Lizette
Maggie Sottero	Marisa	Melissa Sweet
Mon Cheri	Monique	Montique
Moonlight	Mori Lee	New Image
Paloma Bianca	P.C. Mary's	Private Label
Pronovias	Rena Koh	Sweetheart Gowns
Venus Bridals	Vera Wang	Victoria's Bridal
Watters & Watters	Not Sure	Other: _____

29. Wedding gown color:

- a. Blue White
b. Natural White
c. Cram
d. Ivory
e. Other _____

30. Wedding gown Style:

- a. Length:
i. Full
ii. Ankle
iii. Knee
b. Fabric: (Choose two per season)
i. Spring/Summer
1. Chiffon
2. Lightweight lace
3. Silk Charmeuse
4. Eyelet Linen
5. Lightweight satin
6. Organza
ii. Fall/Winter
1. Velvet
2. Heavy lace
3. Brocade
4. Rich taffeta
5. Satin
c. Silhouette:
i. A-line
ii. Ball gown
iii. Basque waist
iv. . Empire
v. Sheath
vi. Mermaid
d. Sleeve Options:
i. Strapless
ii. Spaghetti straps
iii. Off the shoulder
iv. . Three-quarter length
v. Cap
vi. Fitted point
e. Neckline
i. Bateau
ii. Décolletage
iii. Halter
iv. . Jewel
v. Off-the-shoulder
vi. Sweetheart
vii. Scoop
viii. V-neck
ix. Wedding Band Collar

31. Headpiece Style:
 a. None b. Tiara c. Headband d. Wreath
32. Veil Style:
 a. None b. Blusher c. Fingertip
 d. Ballerina e. Sweeping f. Cathedral
33. Bridal Shoes:
 a. Sneakers b. Ballet Slippers c. Strappy Sandals
 d. Open Back Slings e. Other
34. Accessories: (Choose all that apply)
 a. Gloves b. Garter c. Handkerchief
 d. Jewelry e. Purse f. Wrap
35. Stationery: (Match to answers regarding style)
- a. Paper:
 i. 35. Linen
 ii. Vellum
 iii. Parchment
 iv. . Jacquard
 v. Corrugated
 vi. Handmade paper
 vii. Glassine
 viii. Rice paper
- b. Printing:
 i. Engraved invitations
 ii. Thermography
 iii. Offset printing
 iv. . Letterpress
 v. Calligraphy
- c. Wording:
 i. Traditional Wording
 1. Mr. and Mrs. Jones, the parents of Alicia Jones, request the honor...
- ii. Contemporary Wording
 1. We invite you to join us in celebrating...
36. Reception: (Match to answers regarding vendor preferences)
 a. Indoor b. Outdoor c. Both

37. Catering: (Choose all that apply)
 a. Seated/plated dinner b. Buffet
 c. Appetizers only d. Champagne and Cake only

38. Cake:
 a. Style:
 i. Contemporary
 ii. Fun
 iii. Traditional
 iv. . Simple
 v. Elegant
 vi. Other
- b. Flavor:
 i. Vanilla
 ii. Chocolate
 iii. Other

39. Flowers: (Choose two per season of your wedding date)

- a. Winter:

Amaryllis	Baby's Breath	Carnations
Cattleya Orchids	Chrysanthemum	Daisies
Orchid	Roses	Spay Orchid

- b. Spring:

Amaryllis	Anemones	Baby's Breath
Calla Lily	Carnations	Cattleya Orchids
Daffodils	Day Lily	Delphinium
Freesia	Forget-me-knot	Gardenias
Iris	Jonquil	Lilac
Lily	Lily of the Valley	Larkspur
Orchid	Peony	Ranunculus
Roses	Sweetpea	Tulip
Violet		

- c. Summer:

Aster	Baby's Breath	Bachelor Buttons
Calla Lily	Canterbury Bells	Carnations
Cattleya Orchids	Chrysanthemum	Daisies
Day Lily	Delphinium	Geranium
Hydrangea	Larkspur	Iris
Lily	Orchid	Roses
Stephanotis	Straw Flowers	Zephyr Lily

- d. Fall:

Aster	Anemones	Baby's Breath
Calla Lily	Carnations	Cattleya Orchids
Chrysanthemum	Daisies	Day Lily
Delphinium	Orchid	Roses
Zephyr Lily	Zinnia	

40. Photography Style:

- a. Traditional b. Photojournalistic c. Storybook
 d. Combination

41. Ceremony Location:

- a. Indoor:
 i. Religious facility
 ii. Hall
 iii. Special Venue
- b. Outdoor:
 i. Garden
 ii. Backyard
 iii. Special Venue

42. Ceremony Music:

- a. Processional:
 i. Live singer / soloist
 ii. String Quartet
 iii. Classical CD (I.e. Canon in D)
 iv. . Other _____
- b. Here Comes the Bride
- c. Recessional:
 i. Live singer / soloist
 ii. String Quartet
 iii. Classical CD (I.e. Canon in D)
 iv. . Other

43. Reception Music:

- a. Live Band
 i. Jazz
 ii. Contemporary
 iii. Rock
 iv. . Country
 v. Combination
- b. Disc Jockey
 i. Oldies
 ii. Top 40
 iii. Rock
 iv. . Country
 v. Combination
- c. String Quartet
 i. Classical
 ii. New Age
 iii. Combination

44. Transportation

Sedan / Town Car	Limousine	Van
Mini Bus	Motor Coach	Limousine Coach
Excalibur	Rolls Royce	Stretch Hummer
Stretch Navigator	Truck Limousine	Mercedes Sedan
Trolley	Horse & Carriage	Bettle Limousine
Other		

45. Videography:

- a. Budget: \$ _____
- b. Style:
 i. One Camera
 ii. Two Cameras
 iii. Cinema Style

46. Wedding Planner:

- a. Planner b. Coordinator c. Director
 d. All Services

47. Decorations/Favors/Extras: (Choose all that apply)

- a. Dove release b. Sand ceremony c. Guest favors
 d. Gift baskets e. Bubbles
 f. Rose petal paper cones g. Ice sculpture
 h. Other

MARRIAGE LICENSE REQUIREMENTS

Apply

Apply online today here! You can apply for a marriage license online before visiting a RR/CC office. Marriage licenses are good for 90 days.

It's fast and easy. Just remember that you and your future spouse both need to pick up the marriage license from any RR/CC location within 15 days of applying for a marriage license. You can arrange for a civil marriage ceremony if desired.

Note: If applications are not completed online you must arrive one (1) hour before closing (3:00 p.m.).

Office Locations for Marriage Licenses and Ceremonies The contact number for all offices is: (800) 201-8999		
Location	Address	Hours
Beverly Hills	9355 Burton Way 1st Floor Beverly Hills, CA 90210	Marriage licenses: M-F, 8:30 a.m. to 4:00 p.m. Ceremonies: Wednesdays and Fridays, by appointment only
East Los Angeles	4716 E. Cesar Chavez Ave. Building B Los Angeles, CA 90022	Marriage licenses: M-F, 8:30 a.m. to 4:00 p.m. Ceremonies: Fridays, by appointment only
Florence/Firestone	7807 S. Compton Ave. 1st Floor Los Angeles, CA 90001	Marriage licenses: M-F, 8:30 a.m. to 4:00 p.m. Ceremonies: Fridays, by appointment only
LAX Courthouse	11701 S. La Cienega Blvd., 6th Floor Los Angeles, CA 90045	Marriage licenses: 8:30 a.m. to 4:00 p.m. Ceremonies: Fridays, by appointment only
Lancaster	44509 16th St. West, Suite 101 Lancaster, CA 93534	Marriage licenses: 8:30 a.m. to 4:00 p.m. Ceremonies: Fridays, by appointment only
Norwalk (Main Office)	12400 Imperial Hwy. 2nd Floor, Room 2001 Norwalk, CA 90650	M-F, 8:00 a.m. - 5:00 p.m. 3rd Thursday of the month: 8:00 a.m. - 7:00 p.m. *Couples must be present at least one hour before closing.
Van Nuys	14340 W. Sylvan St. Van Nuys, CA 91401	Marriage licenses: M-F, 8:30 a.m. to 4:00 p.m. Ceremonies: Wednesdays and Fridays, by appointment only

MARRIAGE LICENSE REQUIREMENTS

- Once you have completed your marriage license application online, both applicants **MUST** appear together with valid identification to pick up the marriage license.
- Valid forms of I.D. must contain photo and age verification. This includes:
 - Driver's license
 - Passport
 - Alien resident card
- *Documents in any other language must be submitted with an English translation by a certified translator. Translations must be notarized. **Documents that have expired will not be accepted.***

MARRIAGE LICENSE REQUIREMENTS

Fees and Payment

Marriage License Fees	
Document or Service	Fee
Public Marriage License	\$91
Confidential Marriage License	\$85

Payments can be made by:

- **Cash**
- **Check:** Make payable to the Registrar-Recorder/County Clerk or RRCC.
- **Money order:** Make payable to the Registrar-Recorder/County Clerk or RRCC.
- **Credit/debit card:** Valid identification, such as a driver's license, of the signer is required and must be presented at time of request. A \$1.75 service fee will be charged.

MARRIAGE LICENSE REQUIREMENTS

Marriage License and Ceremony Fees

Service	Fee
Public Marriage License	\$91
Confidential Marriage License	\$85
Civil Ceremony	\$35
RR/CC-Provided Witness for a Civil Ceremony	\$20
Deputy Commissioner for a Day Program	\$75



the
PERFECT
Bridal Shower
checklist

10 – 12 Months

- 1 Work out your budget and establish your top priorities—where to save/where to splurge.
 - 2 Get your creative juices flowing. Start browsing our [Wedding Ideas](#), [Real Weddings](#) and [Pinterest](#) as well as bridal blogs and magazines to identify your wedding style and color palette.
 - 3 Compile your preliminary guest list (you'll need that guest count!).
 - 4 Choose your wedding party—who do you want by your side at the altar?
 - 5 Sign up for MyGuide. We'll send you useful—and sassy!—wedding planning emails.
 - 6 Find a venue for your ceremony and reception, and reserve your date. Know what questions to ask when evaluating a wedding venue.
 - 7 Do you need wedding insurance? It's something to think about. Check with your venue about Liability Insurance and consider other options, like cancellation insurance.
 - 8 Now that you have a date, tell everyone to save it! For destination weddings or weddings around a holiday, consider sending out Save-the-Date cards or emails. Or create your own wedding website, and let your invitees know about it.
 - 9 Say yes to your wedding dress (or tux!) and begin assembling the perfect accessories. Need inspiration? Attend a trunk show or bridal fair.
 - 10 Already feeling overwhelmed? Consider hiring a Wedding Planner.
 - 11 Find a Vendor. Assemble an all-star vendor team. We'd start with:
 - Caterer
 - Photographer / Videographer
 - OfficiantWhen you hire a vendor, get all the details in writing!
 - 12 Another way to minimize stress: Start dreaming up your honeymoon..and check out our [Plan A Honeymoon](#) section on [HereComesTheGuide.com](#)
-

6 – 9 Months

- 1 Continue researching, interviewing and booking vendors:
 - Decide on arrangements with your Floral Designer.
 - Do a tasting and choose your wedding cake with your Cake Designer.
 - Hire the DJ/Entertainment for your ceremony, cocktail hour and reception.
 - Discuss the style and wording of your wedding invitations with a Stationer.
 - 2 Create your gift registry (and don't forget to update your wedding website!).
 - 3 Arrange hotel room blocks for out-of-town guests and book your own suite for the wedding night.
 - 4 Shop for bridesmaid/flower girl dresses and give your attendants clear instructions on how to place their orders.
 - 5 Arrange and book any necessary transportation.
 - 6 Go over bridal shower/bachelorette details and the guest list with the person(s) hosting your party.
-

3 – 5 Months

- 1 Book the rehearsal and rehearsal dinner location(s). If you're including entertainment or specialty details like a groom's cake, now's the time to lock in these elements.
 - 2 Put together your rehearsal dinner guest list.
 - 3 Make childcare arrangements for your guests' kids.
 - 4 Reserve all necessary party rentals and linens.
 - 5 Order wedding favors for your guests.
 - 6 Shop for and reserve men's formalwear.
 - 7 Concentrate on finalizing the:
 - Guest list. Get everyone's mailing address.
 - Invitation wording. Confirm your invitation text with the Stationer, and consider additional stationery (programs, menu cards, place cards, thank-you cards, etc.). Schedule a pickup date for your invites.
 - Ceremony readings and vows.
 - Menu, beverage and catering details.
 - Timeline of the reception formalities.
 - 8 Do a Makeup & Hair trial and book your stylists. While you're at it, come up with your own beauty and fitness regimen to be camera-ready for the big day.
 - 9 Shop for and purchase your wedding rings.
 - 10 Finalize honeymoon plans and obtain all necessary documents (are you sure your passports are up to date?).
-

6 – 8 Weeks

- 1 You're getting close.... Mail out those invitations! Have a game plan for recording the RSVPs and meal choices.
 - 2 Touch base with your vendors to confirm date, deposits and details..
 - 3 Start researching marriage license requirements and name -change paperwork.
 - 4 Begin your dress fittings. Be sure to buy the appropriate undergarment beforehand.
 - 5 So you think you *can't* dance? Consider taking a dance lesson with your fiancé—a good way to break in your bridal shoes!
 - 6 Give the wedding party a nudge —make sure they've ordered all necessary attire.
 - 7 Write thank -you cards for shower gifts and any early wedding gifts received.
-

3 – 5 Weeks

- 1 Send out rehearsal dinner invitations. If your get -together will be informal, feel free to send an Evite.
 - 2 Finalize and confirm:
 - Wedding vows and readings with your Officiant.
 - Shot list with your Photographer/Videographer.
 - Song list for ceremony, cocktail hour and reception with your DJ and/ Band/Musicians.
 - Timeline for the reception and who's giving the toasts.
 - Wedding night and honeymoon accommodations.
 - 3 Obtain marriage license and complete name -change documents, if applicable.
 - 4 Pick up your wedding rings and proofread any engraving!
 - 5 If you're the traditional type, do you have something old, new, borrowed and blue?!
 - 6 Purchase your guest book, toasting flutes, cake servers, unity candle, and all that good stuff.
 - 7 Buy gifts (optional) for the wedding party and parents of the wedding couple.
 - 8 Sigh. Hunt down whoever hasn't RSVP'd yet.
-

1 – 2 Weeks

- 1 Give your caterer/venue the final guest count.
 - 2 Arrange seating and create the seating chart and/or place cards.
 - 3 Pick up your gown. Swoon.
 - 4 Confirm arrival times and finalize the wedding timeline with vendors and the wedding party—make sure your MOH has a copy, too.
 - 5 Put together your own Bridal Emergency Kit.
 - 6 Speaking of emergencies: Check the weather report, and if things look iffy contact your venue to make sure a contingency plan is in place.
 - 7 Start packing for your honeymoon. (See "weather report" above.)
 - 8 In desperate need of a facial or massage? Now's the time to squeeze one in.
-

Day before...

- 1 Make sure all wedding -day items are packed/laid out and ready to go! (Don't forget the rings and marriage license!)
 - 2 Figure out tips and final payments for vendors. Put them in clearly marked envelopes and give them to the Best Man or another person you trust to hand out at the reception.
 - 3 Assign someone to pack up your gifts/belongings after the reception (don't forget the top tier of your cake!).
 - 4 Thank your BFF for agreeing to return your groom's tux and other rental items the day after the wedding.
 - 5 Enjoy a mani-pedi.
 - 6 Attend the rehearsal and dinner. Now's the time to give out wedding party gifts.
 - 7 Try to go to bed early...you need your beauty sleep tonight.
-

Wedding day advice

- 1 Allow plenty of time to get ready.
 - 2 Do the rounds at your wedding—greet everyone and thank them for coming
 - 3 Take a deep breath. Stop to appreciate your new spouse and the day that you spent so much time planning!
-



SEASONAL WEDDING DESIGNS

Summer Wedding Theme



SEASONAL WEDDING DESIGNS

Spring Wedding Theme



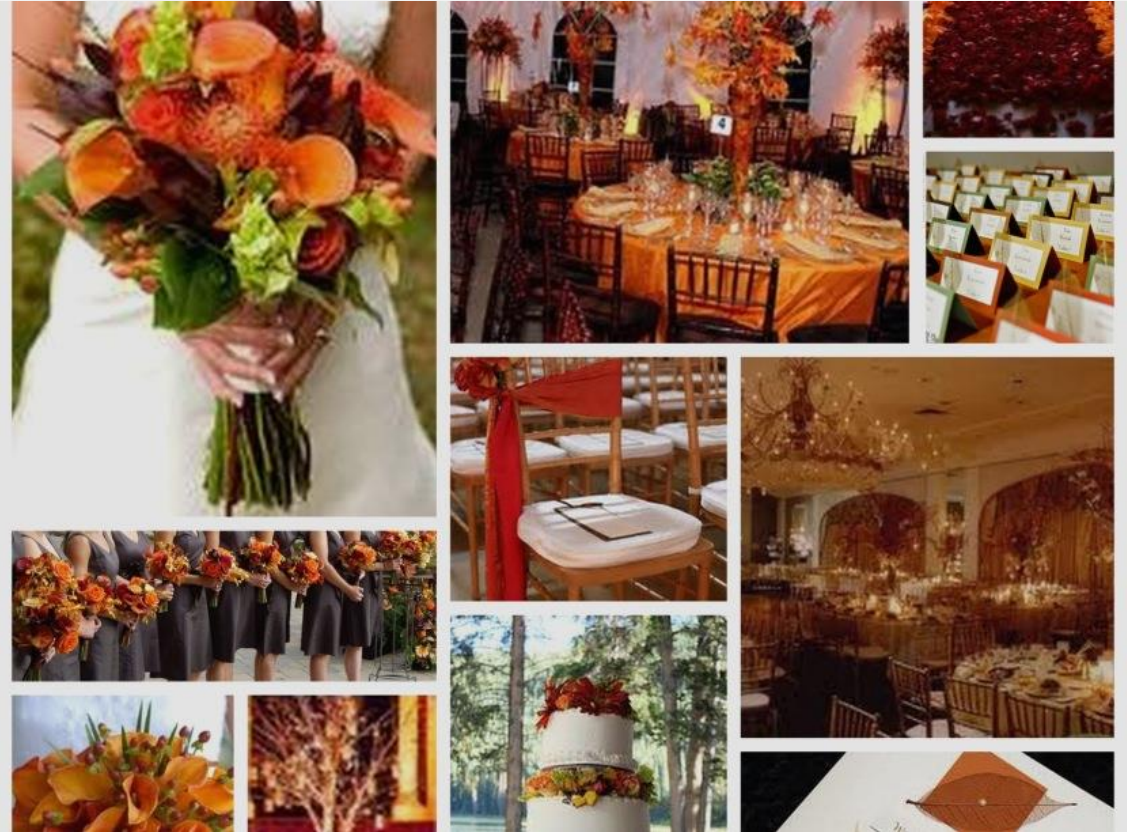
SEASONAL WEDDING DESIGNS

Winter Wedding Theme

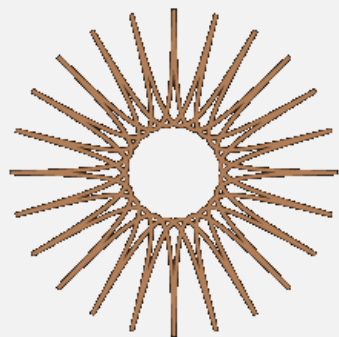


SEASONAL WEDDING DESIGNS

Winter Wedding Theme



VENDORS



L.A. BANQUETS

YOUR DAY • YOUR VISION

**6410 San Fernando Road
Glendale, CA 91201**



**1910 Ocean Way
Santa Monica, CA 90405**



**900 Wilshire Boulevard
Los Angeles, CA 90017**

Malena's Wedding Co.

