



# Lace & BIRCH

2023  
PRICING GUIDE  
& FAQ'S





# BUDGET GUIDE

PERSONALS/MICRO/  
ELOPEMENTS  
\$1,500-\$2,500

SMALLER  
WEDDINGS  
\$3,000-\$4,500

FULL SERVICE/LARGER  
MOST COMMON  
\$5,000-\$7,000

ABUNDANT/  
LARGESCALE  
\$7,500-\$10,000



# AVG PRICE BREAKDOWN

## Personals

Bridal Bouquet	\$300-\$400+
Bridesmaid's Bouquets	\$100-\$150
Flower Girl Bouquets	\$40-\$75
Flower Crowns	\$75-\$150+
Boutonniere's	\$20-\$25
Corsage's	\$45
Flower Girl Petal Basket	\$40
Flower Girl Babies Breath Crown	\$50





# AVG PRICE BREAKDOWN

## Ceremony

Arch Flowers	\$700-\$2,500+
2 Piece 'Freestanding' Arch	\$2,000-\$3,500+
Large Arrangements	\$375-450+
Chair Arrangements	\$45-\$80
Chair Greens	\$40-\$75
Aisle Arrangements	\$100-\$200+





# AVG PRICE BREAKDOWN

## Reception

Bud Vase Flowers \$25-\$35

Petit Arrangements \$50

Small Arrangements \$75+

Medium Arrangements \$175+

Large Arrangements \$375+

Guest Table Centerpieces \$100-\$250+

Greenery Garlands \$20+/foot

Greenery & Floral Garlands \$30+/foot

Head/Sweetheart Table \$450+

Loose Table Greens \$14+/ft

Flowers for Cake \$40-\$80+

Flowers for Signs \$75-\$200

Greenery for Signs \$50-\$100+

Hanging Installations Custom





AVG PRICE  
BREAKDOWN


# Delivery Options

Delivery + Set-up 18%-20% of subtotal  
(Based on requirements, how much setup  
involved, distance)

Delivery Only Custom  
(Based on location)

Flip \$120-\$150  
(Moving ceremony florals to reception, based  
on amount/distance to be moved)

Late night Teardown/Pack-up \$500-\$800  
(Location based)





# FREQUENTLY ASKED QUESTIONS

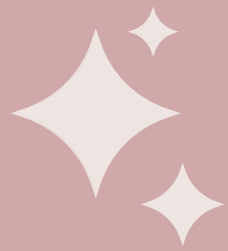
HOW MUCH DO  
WEDDING FLOWERS  
COST?



MANY VARIABLES DEPEND ON WHAT YOU SPEND ON YOUR WEDDING FLOWERS. TYPICALLY SIZING, ABUNDANCE, SPECIAL FLOWER TYPES, AND SEASON ALL ARE FACTORED INTO PRICING

NO TWO WEDDINGS ARE THE SAME, THIS IS WHY WE BELIEVE IN CUSTOM QUOTING FOR EACH WEDDING. OUR AVERAGE CLIENTS SPEND IS  
\$4,000-\$7,000





# FREQUENTLY ASKED QUESTIONS

IS THERE A MINIMUM  
SPEND?

MINIMUM BOOKING OF \$5,000 PRE-TAX  
REQUIRED IF WE ARE TO COME ONSITE FOR  
DELIVERY/SETUP/TEARDOWN

\$2,800 MINIMUM PRE-TAX REQUIRED IF DELIVERY  
ONLY, AND NO SETUP REQUIRED (IN REGULAR  
SERVICE AREAS/REASONABLE DISTANCE

NO MINIMUMS REQUIRED IF PICKING UP ALL  
ITEMS FROM FLOWER SHOP/STUDIO LOCATION  
(LOCATED IN CARLISLE, HAMILTON ON)







# FREQUENTLY ASKED QUESTIONS

WHY DO WEDDING  
FLOWERS COST SO  
MUCH?



MANY FACTORS GO ON BEHIND THE SCENES WITH WEDDING FLORALS BEFORE YOUR SPECIAL DAY! SO MUCH LOVE GOES INTO YOUR BLOOMS, AND ALL OF THESE THINGS COME INTO PLAY:

ADMIN  
CONSULTS, EMAIL RESPONSES AND MESSAGING,  
QUOTES, RESEARCH AND INSPIRATION  
GATHERING, RECIPES, ORDERING

PICK UPS  
DRIVING TO MULTIPLE SUPPLIERS TO GET  
FLORALS AND SUPPLIES





# FREQUENTLY ASKED QUESTIONS

WHY DO WEDDING  
FLOWERS COST SO  
MUCH? CONTINUED



## PROCESSING

UNPACKING FLOWERS, TRIMMING, HYDRATING,  
STRIP, DE-THORN, PLACING IN BUCKETS WITH  
FRESH WATER

## CREATING

KEEPING FLOWERS ALIVE, ALLOWING ROSES TO  
OPEN UP, CHANGING WATER WHEN NEEDED,  
CREATING ACTUAL ARRANGEMENTS AND  
BOUQUETS, ENSURING FINAL PRODUCT IS  
STORED PROPERLY AND KEPT FRESH UNTIL THE  
WEDDING DAY





# FREQUENTLY ASKED QUESTIONS

WHY DO WEDDING  
FLOWERS COST SO  
MUCH? CONTINUED



## WEDDING DAY

PICKUP TRAILER, HEAD TO SHOP, LOAD, DROP  
OFF BOUQUETS/BOOTS, DRIVE TO VENUE,  
UNLOAD, ONSITE SETUP AND DESIGN, KEEPING  
FLOWERS ALIVE, CLEAN UP OF ALL SPACES USED

## SEASON/IMPORTS

FACTORS LIKE TIME OF THE YEAR,  
IMPORTING/FREIGHT RESTRICTIONS AND  
CONSTANT INCREASES, EVEN 'TRENDY' FLOWER  
TYPES AND COLOURS CAN BE MORE PRICEY





# FREQUENTLY ASKED QUESTIONS

CAN I ADD OR REMOVE  
THINGS AS WE GO?

OF COURSE YOU CAN! I AM SUPER FLEXIBLE THROUGHOUT THE PROCESS AND UNDERSTAND THAT YOUR IDEAS AND INSPIRATION MAY CHANGE THROUGHOUT YOUR PLANNING, AND AM HERE TO OFFER GUIDANCE WHEN NEEDED!

PLEASE NOTE YOU CAN MAKE CHANGES, HOWEVER CANNOT DEDUCT MORE THEN 10% OF YOUR AGREED UPON CONTRACT QUOTE





# FREQUENTLY ASKED QUESTIONS

WHAT IS NEEDED TO  
SECURE THE DATE?



TO SECURE THE DATE 10% DEPOSIT OF THE QUOTE/CONTRACT IS REQUIRED ALONG WITH A SIGNED COPY OF THE CONTRACT

DEPOSITS AND PAYMENTS CAN BE MADE VIA E-TRANSFER, OR PROCESSED WITH CREDIT CARD ON THE SHOP MACHINE (AN ADDITIONAL 2% CHARGE APPLIES FO THIS)

ONCE DEPOSIT AND SIGNED CONTRACT ARE RECEIVED, THE DATE IS BOOKED!





# FREQUENTLY ASKED QUESTIONS

WHAT SHOULD I  
EXPECT?

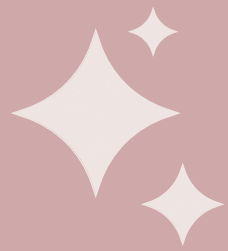


AFTER CONFIRMING WE HAVE YOUR DATE AVAILABLE, YOU WILL RECEIVE THIS GUIDE ALONG WITH A QUESTIONNAIRE TO FILL OUT FOR MORE DETAILS (UNLESS SUFFICIENT INFORMATION WAS PROVIDED IN ORIGINAL EMAIL INQUIRY)

AFTER READING FAQ'S AND MINIMUMS, WE CAN SETUP AN INITIAL PHONE OR VIDEO CONSULTATION

AFTER, A FORMAL QUOTE (AND CONTRACT IF BOOKING) WILL BE SENT FOR APPROVAL





# FREQUENTLY ASKED QUESTIONS

WHAT'S NEXT?!



CONTINUE TO SAVE ANY IMAGES/IDEAS YOU  
COME ACROSS, OR EVEN INVITE US TO YOUR  
PINTEREST BOARD!

YOU CAN EMAIL ANYTIME ABOUT ANY  
QUESTIONS YOU MIGHT HAVE, WE ARE HERE TO  
GUIDE AND PROVIDE EXPERTISE

TYPICALLY 2 MONTHS PRIOR TO YOUR WEDDING  
WE WILL HAVE OUR FINAL DETAIL MEETING. AT  
THIS TIME MOOD AND INSPIRATION BOARDS  
ARE FINALIZED AND PUT TOGETHER

ANY FINAL NUMBERS AND LAST MINUTE  
CHANGES CAN BE MADE UP UNTIL 1 MONTH  
PRIOR TO THE WEDDING





# HAVE A QUESTION?

REACH OUT! I'D LOVE TO CHAT! I WANT TO MAKE THIS PROCESS EASY AND ENJOYABLE, AND ALWAYS PROVIDE CLARITY AND TRANSPARENCY AROUND PRICING AND DESIGN OPTIONS

AS A PREVIOUS WEDDING PLANNER (AND BRIDE MYSELF), I UNDERSTAND HOW STRESSFUL AND CONFUSING IT CAN BE AT TIMES

INQUIRE THROUGH THE WEBSITE TO GET STARTED!

LACEANDBIRCH.COM  
@LACEANDBIRCH

PHOTO: GIULIA MOLTISANTI

