



DANIELLE CALDWELL
EVENTS

ELEGANT, INSPIRED & IMAGINATIVE

Creating timeless weddings and events that are

www.daniellecaldwellevents.com

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“We wanted to send you a massive thank you for making our wedding weekend absolutely incredible! It was beyond anything we could have imagined.”

Katherine & Jimmy



ABOUT

Crafting Unforgettable Weddings New York-based wedding planning company Danielle Caldwell Events is dedicated to providing exceptional event experiences. Through energetic and efficient collaboration with clients, Danielle ensures the production of award-winning weddings.

Danielle's focus on a one-on-one customer experience sets her apart from the rest. She takes the time to learn about her clients as individuals and uses her expertise in wedding design and coordination to guide them through the planning and design process. The result is a wedding that truly represents the client's desires.

Danielle Caldwell Events is passionate about transforming her client's visions into unique and timeless realities. She values her clients' experience and limits her workload to a maximum of 10 clients per year, never producing more than one wedding per weekend. A team of three associates assists her on wedding days to ensure all runs smoothly.

Danielle Caldwell Events' exceptional reputation has earned recognition in ***Westchester Magazine, Junebug Weddings, Style Me Pretty, Love Inc, Wedding Chicks, and Oregon Wedding Day.***



SERVICES

Complete Planning, Design & Coordination

For the clients that wish to have a planner handle every aspect of their wedding day, including wedding design and coordination.

Partial Planning, Design & Coordination

For clients that seek a planner to assist with wedding design and coordination but prefer to lead the rest.

“The actual wedding day was an absolute dream and it truly exceeded both of our expectations. The hard work and dedication by Danielle, as well as her amazing team, was evident in the details of our day”. Erica & Dietrich

COMPLETE PLANNING, DESIGN & COORDINATION

Starting at \$15,000

Wedding Planning, Design, and Coordination

- Customized Client Portal
- Unlimited meetings, emails, texts, and phone calls
- Budget Management
- Venue search and selection
- **Wedding Design:** Establish the vision, create a linen and floral mock-up, coordinate with the stationer, and produce the final wedding look.
- **Create and Manage Vendor Team:** *Photographer, Videographer, Florist, Lighting, Linen and Tabletop Decor, Entertainment, Hotel Room Blocks, Transportation, Hair/Makeup, and Caterer*
 - Provide recommendations, lead communications, gather proposals, review contracts, negotiate contracts and fees, and coordinate all details.
- Manage Rentals*
- Schedule and attend final site walk-through with vendors and location manager
- Create a customized timeline
- Organize and lead the wedding rehearsal
- Provide vendors with the client's timelines, diagram(s), important venue information, and all contact information.

Wedding Day Coordination

- All-day on-site coordination
- Oversee the set-up of the ceremony, cocktail, and reception.
- *A bridal attendant and associate will be on-site for the entire day to ensure the needs of the bridal party and family are met.*
 - *A full-supplies kit will be available at all times.*
- Coordinate with all vendors, including shuttle pickup and drop off. Hand out gratuities as needed.
- Manage timeline, prompting all parties to create a seamless flow throughout the ceremony, cocktail hour, and reception.
- Assist with any last-minute on-site issues
- Oversee the closeout of the location

***Tented weddings require additional coordination fees to manage all the intricate behind-the-scenes details:**

Site Visits, Rentals, Lighting, Set-up & Tear Down

PARTIAL PLANNING, DESIGN & COORDINATION

Starting at \$10,000

Wedding Planning, Design & Coordination

- Customized Client Portal
- Unlimited meetings, emails, texts, and phone calls
- Budget Management
- **Wedding Design:** Establish the vision, organize and lead linen and floral mock-ups, coordinate with the stationer, manage rentals*, and produce the final wedding look.
 - **Create Design Team:** *Floral, Linen Stationer & Tabletop Decor:* Provide recommendations, lead communications, gather proposals, review contracts, negotiate contracts and fees, and coordinate all details.
- **Manage Vendor Team:** *Photographer, Videographer, Entertainment, Hotel Room Blocks, Transportation, Hair/Makeup, and Caterer*
 - Provide recommendations, review contracts as needed, and coordinate all details after contracts are signed.
- Site walk-throughs as needed
- Create a customized timeline
- Organize and lead the wedding rehearsal
- Provide vendors with the client's timelines, diagram(s), important venue information, and all contact information.

Wedding Management

- All-day on-site coordination
- Oversee the setup of the ceremony, cocktail, and reception.
- *A bridal attendant and associate will be on-site for the entire day to ensure the needs of the bridal party and family are met.*
 - *A full-supplies kit will be available at all times.*
- Coordinate with all vendors, including shuttle pickup and drop off. Hand out gratuities as needed.
- Manage timeline, prompting all parties to create a seamless flow throughout the ceremony, cocktail hour, and reception.
- Assist with any last-minute on-site issues
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FAQ

Where are you located?

Danielle Caldwell Events is based in Smithtown, NY, on Long Island. We cater to clients across Long Island, Westchester, NYC, and the tri-state area.

How many years have you been planning

I have been planning events since 2007, and I have been running my own business since 2016.

Personalized Wedding Planning: Quality over Quantity

As a wedding planner, I limit myself to only ten weddings a year. My approach is very hands-on, providing an individualized experience for each client. I strive to get to know you personally so that I can help you create a wedding that truly reflects your personality and vision. I understand the importance of exceptional service, having once been a bride myself. Therefore, I take on a small number of clients and offer one-on-one attention to ensure your special day is everything you've ever dreamed of.

Do you have a minimum budget? Yes, that is due to our area's high cost of weddings. **Our minimum budget is \$150,000 for a guest count of 125-150.** This is based on the average price per person to design a wedding for my client basis.

Working with Danielle Caldwell: Planning your Special Event

If you're wondering who will be joining you throughout the planning process, look no further! As soon as the contract is signed and the retainer paid, you'll have direct access to me, Danielle Caldwell. With unlimited virtual and in-person meetings, we can collaborate at a time that suits your schedule. For those who are unavailable during the weekdays, we can plan without stress in the evening hours or on weekends. On the day of your event, I'll be there with up to three of my associates to ensure everything runs smoothly. If I'm ever unable to attend, rest assured that my associates are well-trained and prepared to step in.

Inquiring About Wedding Management Services

Unfortunately, I don't offer Wedding Management (Day of Planning) services. Nevertheless, I'd be delighted to recommend coordinators that specialize in Day of Services.

Why Hiring a Planner is Essential, Even with a Venue Coordinator

If you're wondering whether you need a planner, even if your venue has a coordinator, you do! Having a venue coordinator is great, as they have a vital role in managing the venue and basic timeline of your event. However, they don't handle the planning and designing of your wedding, nor do they take care of vendor sourcing. Although they might have a list of preferred vendors, they won't create a customized timeline or reach out to your hair and makeup team and photographer to ensure a seamless experience. Fortunately, our team is more than happy to step in and work alongside all members involved to guarantee a magical day for you.



NEXT STEPS

1 Book a Zoom Consultation

[Click here for my calendar](#)

2 Formal Proposal

Proposals are typically emailed out within 24 hours of the consultation and are valid for 2 weeks. Anyone with a proposal is given first right to refusal

3 Lock in your spot!

To officially reserve your spot you must sign your contract via Rock Paper Coin and pay a non-refundable retainer of 50%

4 Let's GO!

Now that the contract is signed and a retainer is paid, please send me all signed contracts and all photos of inspiration, and I will send you the link to your personalized client portal.