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Thank you for considering Ledum's Floral when choosing your wedding flowers! We pride ourselves on our wedding floral designs and look forward to creating a personal expression for your wedding day. Our designs are as unique and special as you are and we give every wedding the personalized attention it deserves.

Please do not hesitate to contact me if you have any questions or would like to make an appointment for a wedding consultation. The following pages outline most prices for the most common wedding orders. Naturally, yours may be different based upon your floral and bouquet selections. You may reach me Monday through Friday at 360-629-2102. All wedding consultations are by appointment only.

Best wishes,
Doreen Koch

P.S. please find in this packet a complimentary wedding planning worksheet to help you organize your floral order!

You probably spent many of your childhood years dreaming of this one day... From the moment he slipped the ring on your finger, you finally could start planning your dream: your wedding day! Who will be in your wedding? Where will you be married and have your reception? What exotic location will you choose for your honeymoon? Once you have laid the foundation for your wedding, it is time to make the other important decisions. You must choose a photographer, DJ or band, invitations, a cake and a florist.

For most brides, choosing a florist and deciding what floral decorations you want can be a difficult and tedious process. How will you know what you want when you don't even know the names of varieties of flowers? How will you know you're getting a unique and beautiful floral expression without spending your entire budget? How will you choose the best florist for your particular needs?

Relax! Your professional florist can guide you through your entire wedding floral ordering process. A great florist will not only help you choose your floral decorations but will also educate you throughout the entire process, customizing your desires and tailoring them to your specifications. She will walk you through, step by step, the major decisions such as color scheme, floral selection, floral theme and budgetary concerns.

The intention of this guide is to prepare you for your first consultation with the florist of your choosing. It will help you make educated decisions and pose questions for you to ask your florist. Additionally, this guide is written from a florist's perspective. The more you know about your purchase, the more satisfied you will be with the end result.

So, let's begin! Enjoy!

As a florist, the very first thing I recommend is to look through some bridal magazines and other bridal publications for initial ideas. Look through at least two or three magazines and pick out all the ideas and themes you like that pertain to what you may have already planned. Also, I encourage you to talk to your married friends and relatives and even attend some bridal shows and exhibitions to gain more ideas. You may even want to start a folder specifically for your floral decoration ideas. Bring this folder to your initial consultation. Further, have a clear and firm idea of what you absolutely DO NOT want. Additionally, have a general floral budget set. While you don't have to know 100% what your budget is or what it will be, you should have a general idea. Setting initial parameters will give your florist a frame of reference to work with.

The following is a list of simple do's and don'ts to consider before and during your floral consultation:

Prior to meeting with your florist,

DO get online and visit various Floral websites to familiarize yourself with different floral and foliage Varieties and bouquet ideas.

(Recommended sites: www.ledumsfloral.com www.aboutflowers.com , www.theknot.com)

DO call a florist to set an appointment time and date.

(Many florist Require an actual consultation time/ appointment as opposed to a cold Call or on-the-spot consultation.)

DO be prompt to your consultation.

DON'T bring more than one other person to your first consultation.

Too many people can make your consultation hectic and can cloud your opinions.

DO have a general floral decoration budget set. Typically, your floral decoration budget should be between 10-15% of your entire wedding Budget.

DO make your florist aware of any budget considerations at the time of your consultation.

DO be honest with your florist. Be upfront with her if you are merely price shopping. If you are price shopping, most florists will not do an extensive wedding consultation or "on-the-spot" consultation.

DO check with your church before your floral consultation for all applicable specifications and restrictions. For instance: In Catholic churches, flowers are generally not permitted on the main alters, but Flowers are typically allowed on the back altar. Some may only permit fresh flowers in the sanctuary Episcopal churches typically permit flowers, plants and candles, but the altar arrangements cannot be taller than the arms on the standing cross. Additionally, simplicity is encouraged as to not detract from the religiousness of the ceremony like Episcopal churches, Lutheran churches permit a wide array of decorations, but generally do not allow decorations on or around the pulpit area Protestant churches are generally the most open and accommodating but is advisable to consult with your Minister for his or her personal regulations. Synagogues may allow a variety of floral decorations and may Permit you to decorate the chuppah or supply your own.

DO incorporate your personal style into your ceremony and reception floral scheme.

DO expect to pay a deposit to reserve your wedding date. Your deposit is often non-refundable, but will be applied to your wedding order. You may also be required to sign a contract to process and fill your wedding order. This contract will most likely be mailed to you following the receipt of your deposit.

DO tell your florist if you or any member of your wedding party has any specific floral or foliage allergies

DO be open to alternate suggestions from your floral professional.

Sometimes, one look can be achieved in a multitude of ways.

DON'T overdo a theme. The key is tasteful and understated.

DO make sure your contract outlines all the duties and responsibilities you expect your florist to perform. Often, an additional fee may be incurred if you want your florist to service or deliver your wedding.

DO keep in mind that you may pay a premium price for your wedding flowers if your wedding coincides with a holiday (i.e. Valentine's Day, Mother's Day, Christmas, ect). Additionally, keep in mind that some Churches will not perform wedding ceremonies during "holy" times of the year (i.e. The Lenten season).

Bouquet Styles and Descriptions

Nosegay (formal and free-form)

Small, hand-tied cluster of typically not more than seven stems of flowers: look best when using only one or two floral and foliage varieties such as roses or carnations (also known as a clutch style bouquet)

Hand-tied

Stems of flowers exposed, generally round in shape, best for garden style or non-traditional themes.

Cascade (formal and free-form) long, flowing style bouquet, most traditional and formal,

Best for showcasing foliage and longer stemmed floral varieties, most manageable on a form

Terms of agreement:

All wedding consultations will be made by appointment only. All Consultations have a \$25.00 non-refundable charge that will be applied to your wedding order at booking. To hold a wedding date, a \$25.00 deposit is required at the time of the initial consultation. (This fee is non-refundable, but will be applied to your wedding order). Additionally, no later than one week following your consultation, you will be required to sign a contract for all goods and services involved in filling your wedding order (for your convenience, a copy of the Ledum's Floral Wedding contract has been included in this packet). You may not receive your detailed contract until we have received your deposit. Any changes made to a wedding order must be submitted by the Bride or appointed acting party. Additions are welcome at any time. After your wedding flower order has been placed with our wholesaler (typically one month prior to your wedding date), you will not be allowed to make any variety or color scheme changes without additional fees. Delivery is available on most wedding orders. If you wish to have your order delivered, there will be a \$25.00 delivery fee to deliver to the Stanwood Camano Island zip codes. Any out of town or out of county deliveries are subject up to a \$100.00 delivery fee (plus mileage if applicable). Ledums Floral will install no flowers onto cakes. All weddings must be paid in full by the date appointed on your Bridal Contract or the contract will be cancelled, all monies applied to contract are non-refundable. Ledums Floral will only deliver products purchased from Ledums Floral. Prices included in the wedding packet are subject to change at the florist's Discretion and at peak holiday times. Additionally, weddings occurring over Christmas week, Valentine's Day week, Mother's Day weekend, Memorial Day and Labor Day are Subject to order minimums.

Any changes made to a wedding order must be submitted by the Bride or appointed acting party. Additions are welcome at any time. After your wedding flower order has been placed with our wholesaler (Typically one month prior to your wedding date), you will not be allowed to make any variety or color scheme changes without additional fees.

Wedding Floral Prices
Ledum's Floral
27032 99th Ave. N.W.
Stanwood, WA. 98292
(360)629-2102

The following prices are for rose only in your choice of color(s).

Bridal and attendants' Bouquets Nosegays (hand-tied cluster bouquets)

Grande (2 dozen roses (24), your color choice): 169.00

Extra large (18 roses, your color choice): 129.00

Large 1 dozen (12) roses, your color choice): 89.00

Medium (9 roses, your color choice): 69.00

Small (6roses, your color choice): 49.00

Petite (3 roses, your color choice): 29.00

Form bouquets (cascades or clusters)

Small (1 dozen roses (12), your color choice): 120.00

Medium (18 roses, your color choice): 180.00

Large (2 dozen roses, (24), your color choice): 270.00

Petals to throw (for Flower Girl or following ceremony)

Small: 10.00/bag

Large: 25.00/ bag

Pin-on Corsages:

Single rose: 12.99

Double rose: 17.99

Triple rose: 22.99

Mixture of spray roses:

Small: 20.00

Medium: 27.50

Large: 35.00

Wrist Corsages:

Spray roses only

Small: 19.99

Medium: 24.99

Large: 34.99

Boutonnieres

Single rose: 9.99

Double rose: 14.99

Spray rose: 24.99

Ceremony, reception and other floral decorations

Pew Bows (on clips):

Bow only: 10.00 each

Bow with streamers: 15.00 each

Bow with floral trim: begin at 20.00 each

Altar Bouquets

(To include seasonal flowers and roses, arranged in
Either a vase or one-sided basket):

Small: 75.00

Medium: 125.00

Large: 175.00

Unity candle flowers or Head table flowers

(Seasonal flowers and roses arranged in a centerpiece style)

Small: 50.00

Medium: 75.00

Large: 100.00

All roses

Small (12 roses): 75.00

Medium (18 roses): 100.00

Large (24 roses): 165.00

Toss bouquet: (seasonal flowers)

Start at 35.00

BRIDAL CONTRACT

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Stanwood, WA. 98292
(360)629-2102

Bridal Contact Information

This agreement is entered into on date by and between Bride's Name (hereafter Referred to as Bride) and Ledums Floral (hereafter referred to as florist):
Details of wedding order

Terms of Contract:

The Bride assumes all responsibility for the condition of the wedding order And other goods after delivery or in store pick up has been filled. Prior to pick-up/Delivery, the wedding order will be made available for preview by the bride on date and time. (Please note that preview is strongly recommended. Please provide written documentation of preview declination from the Bride.)

The Bride agrees to pay all applicable delivery and service fees associated with the wedding order. Additionally, a representative of the wedding party must be present to sign for and accept the wedding order. The Florist agrees to deliver the wedding order to Wedding Location on Date at time. It is hereby agreed by both parties that upon pickup or delivery of the wedding order, the bride or member of the wedding party shall sign a form similar to that attached here to as Exhibit X, Certifying approval and acceptance of the wedding order. Following such acceptance of the wedding order, the bride acknowledges that the florist has fulfilled all obligations of this contract.

The Bride agrees to apprise the Florist of all changes to the wedding order in written form. All changes to the wedding order and/or contract must be made by the Bride or appointed acting party.

Any changes made to a wedding order must be submitted by the

Bride or appointed acting party. Additions are welcome at any time.

After your wedding flower order has been placed with our wholesaler

(Typically one month prior to your wedding date), you will not be allowed

To make any variety or color scheme changes without additional fees.

Should it become necessary, the Florist may make substitutions to the wedding order due to seasonal product issues, availability or any other unforeseen or uncontrollable circumstances? The Bride agrees on acceptable substitutions, if and when necessary.

The Bride agrees to pay a sum of \$50.00 to hold her wedding date. This deposit is due at the time of consultation. The Bride acknowledges that this deposit is non-refundable and non-transferable and will be forfeited in the event that the wedding is cancelled or the Bride no longer desires the services of the Florist, however, the deposit will be applied to the balance of your wedding order.

The Bride agrees to pay in full the wedding order in the amount of \$_____ on or before _____. The Bride agrees to pay the first installment of the wedding order in the amount of \$_____ on or before _____. The second payment of \$_____ is due on or before _____. (Payment breakdown: \$50.00 deposit, \$_____ first installment and \$_____ remainder) If payment in full is not received by _____, the Wedding Contract will be terminated. The Bride agrees that following _____, no monies given to the Florist (including the deposit and full payment) shall be refunded in the event (A) the wedding order is cancelled or the wedding is postponed or (B) the Bride no longer desires the services of the Florist. This agreement cannot be applied to any other agreement entered into by the aforementioned parties. Acceptable forms of payment are local checks, cash, credit cards and money orders made payable to Ledum's Floral. In the event a local check is returned a \$35.00 returned check fee will be assessed to the Bride.

Bride's signature/Date

Florist's signature/Date

Exhibit X

Bride's Contact Information

Wedding Date:

Wedding Location/ Time:

Details of wedding order once finalized

I, Bride's Name, acknowledge that Ledum's Floral has filled the wedding order to my satisfaction.

Bride's Name/Date

Florist's Name/Date

Wedding order has been delivered/ pick up in store at _____.