

PETAL & WREN

2023 Pricing Guide



Welcome!

We are so excited you are interested in Petal & Wren being a part of your celebration!

There is so much beauty in the world, in nature and in the people around us. At Petal & Wren, we believe it truly takes great care to piece floral and design elements together to create an artistic and meaningful final design. Our goal is that these designs reflect our clients unique style, personality and aesthetic. We also understand that planning a wedding, and understanding floral costs/budget can be overwhelming. This is why we created this guide, to give you a better sense of our pricing and basic requirements. As always, we want you to feel supported every step of the way, and are more than happy to answer any questions you may have.

Since our beginning in 2017, we have been thrilled and honored to flower over 100 weddings across New England.
We would love to for you to be part of this journey with us!

Jamila Mason

Founder and Lead Designer

Petal & Wren
FLORAL DESIGN



Signs we may be a good fit...

Truth is, we might not be! In order for us to create our absolute best work, it's important that our style and visions closely align. Below are some key points we should agree on to be a great fit!

- You love flowers! (...this one is a no brainer, because so do we!)
- Florals are very important to you and you believe they will tie all the elements of your wedding together.
- You are comfortable with our artistic vision, and would love for us to take your ideas and run with them.
- You trust our expertise, and understand that we will always choose the best options in regards to quality and season.
- You've seen our work and portfolio and feel that our styles closely align. Whimsical, organic, textural, and unique are some ways we would describe our style.



Service areas and delivery...

We are located in Central MA, but currently travel all across New England for weddings and events. Because of our central location, this includes all of MA, CT, RI, as well as Southern VT and NH.

Setup and delivery costs are determined based on different factors, including size and specific needs of event/venue.

Every event is unique, and comes with specific needs and restrictions. These are matters we will discuss during our initial conversations.

Our Event Minimums...

Our pricing reflects over 12 years of experience in the floral design field. Our minimums are not dependent on season or day of the week, and remain consistent throughout the entire year. Below are our minimums:

- Events of 100+ guests -
Starting at **\$7,000**
- Intimate events (100 guests or fewer) -
Starting at **\$4,000**



Budget Guide...

\$4,000-\$7,000

This budget falls under category of intimate event (fewer than 100 people)

This budget could cover the personal flowers (bouquets, boutonnieres, corsages, etc.), a smaller feature element at the ceremony and the reception. It could also cover smaller table decorations, as well as candles.

Or if there is only one of either a ceremony archway OR reception installation, there may be enough room in the budget to cover our standard sized table arrangements.

\$7,000-\$10,000

This price falls within the typical full service wedding, and falls under our \$7,000 minimum for guest counts over 100 people. Most often this includes personal flowers, a ceremony floral feature, floral installation at the reception, as well as flowers and candles for the tables.

However, if we are building a custom ceremony element (i.e. a large statement arbor piece), this budget may only account for personal flowers, the ceremony feature and a few touches at the reception

\$10,000+

With this budget, we are often looking at personal flowers, large statement/impact pieces at the ceremony. An archway PLUS aisle flowers OR a feature arbor installation. For the reception, this budget *may* allow for a large hanging feature as well as flowers and candles for all the tables.

*Please note these are averages only, and are meant only to give you a rough idea of budget. Every event is different, with unique needs.

What's next...



Get in touch

Use the inquiry form on our website, and we will set up a time for a phone consultation. It's helpful to have any inspiration pictures saved, and any ideas jotted down.

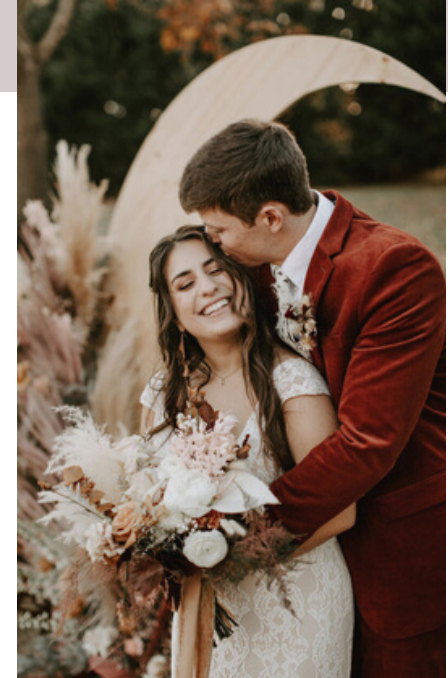
We will discuss your overall vision, needs and wants, your budget, and answer any questions you may have!



Proposal

A fully customized proposal and mood board will be drawn up based on our discussion, and emailed to you as soon as possible.

A copy of our contract will also be sent for you to look over.



Booking

To secure your date, a retainer fee is required, as well as a signed contract.

We will remain available to support you leading up to your big day. Around 6 weeks prior to event, we will schedule a final details meeting.

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Jamila was professional, timely, and just an overall pleasure to work with from start to finish. I sent over some inspo pictures and she sent back the perfect vision board and color palette with detailed descriptions of what she was thinking for each floral piece. She is a true artist at her craft. I immediately felt confident that she understood the vision we had (as it was certainly not traditional!) and when those flowers arrived on my wedding day... oh my goodness I cried!"

Lauren C.



Petal & Wren



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INSTAGRAM

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We can't wait to connect!