

BARE ROOTS WELCOME PACKET



www.barerootsllc.com

WELCOME FLOWER FRIEND

Wedding floral artistry where nature meets the creative, we strive to be flexible to meet your inspired creative vision and vibe for your wedding. Bare Roots specializes in bringing nature and classical inspired botanicals as well as creative and contemporary visions to your wedding. Working with a range of product and materials from garden inspired blooms of peonies and tulips to more textural and bold elements of paint, textiles, and hardscapes allows for us to create your inspired vision.

Born and raised in mid-Missouri with a love of the great outdoors, flowers, and travel and with over 8 years of professional wedding and event floral design experience and continuing my floral education across the U.S. and abroad, creating and designing your wedding day flowers is my dream.

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The Process

Here's How The Process Looks Like

Inquiry & Consultation

You Are Here! Within the next couple of weeks, we'll schedule a time to discuss your overall vision, vibe, and the blooms & textures you'd like incorporated into your dream wedding day. During the consultation, we'll look at inspiration photos, discuss availability, and discuss any installation work/builds

Refinement

Based on feedback and collaborative discussions, I'll refine the chosen concept, fine-tuning details, from color palettes to install design, all of the way down to the containers. Here is when we get your base deposit to secure your date. This portion (being the most inactive part for a while in-between changes) remains open-ended until we get your RSVPs about 1-2 months out from your wedding date



01.

02.

03.

04.

Conceptualization

Drawing from the insights gathered, I start crafting your own unique wedding proposal. This part can take up to 2 weeks to turn over, but it'll have specific varieties of blooms and foliage intended for the design (Removing the guess work and pesky google searching for you!), individual breakdown pricing, and any of the inspired images to fit your vision

Delivery & Installation

It's Wedding Week! During this week, we'll gather any containers provided by the bridal party and start seeing blooms arrive throughout the week. Depending on scheduling, we'll drop off any base structures and rental stands leading up to the wedding day.

During the wedding day, I am your go-to gal for all things blooming, floristry building, and foliage! I'm on-site as early as needed to ensure your vision is perfect by the time your photographer is looking to begin and ensure any flips/strikes go as smoothly as possible!



SERVICES OFFERED

If you can dream it (and if the venue will allow it), I can do it! We do everything from the most minor pieces to full scale floral installations such as columns, hanging, and tablescape looks. As a small studio, we specialize in full scale

Personal Pieces

01

All style bouquets (Modern, classic, european, tropical, etc.), pocket and standard boutonniers, lapel designs, hair pieces, bridesmaids (petite, standard, unique), corsages, flat lays, etc.

Ceremony Installation

02

We have rental options to do all styles of arbors such as moongates, asymmetrical freestanding, podium/pedestal style, ground arch, and any aisle or aisle entry pieces you can think of

Reception Design & Installation

03

From the smallest centerpiece to the largest, our designs can be easily incorporated by tucks of blooms, budvases, compotes, urns, and stands to create your vision. Rental containers are available to fit your needs

Pricing

Introduction

Understanding the investment you're making is crucial. That's why I believe in maintaining transparency when it comes to pricing. It's important to note that these are based upon averages I come across with my brides and is not set pricing. My pricing for florals is based on achieving your stylistic vision and maintaining "The Vibe". So if you're looking for very bloom forward and large pieces (or the opposite) that will change pricing

01. Personal/Bridal Party ~\$1,250 - \$3,500+

- Ideal for Elopements & Intimate Weddings
- Bridal Bouquet
- Bridesmaids (3-7+)
- Boutonnieres & Corsages
- Flat Lays, Flower Girls, Etc.



02. Bridal Party & Ceremony or Reception ~\$2,500 - \$4,500

- Best suited for growing businesses and rebrands
- Bridal Party as listed above
- 4 initial design concepts
- Up to 4 rounds of revisions
- Final logo in 4 formats (JPEG, PNG, EPS, and PDF)
- Basic brand guideline

03. Full Set-up & Styling ~\$4,000 - \$8,500+

- Bridal Party
- Ceremony Design
- Multiple accent designs throughout the space
- Multiple styles of centerpieces for interest
- Night Strike
- Add-on available for Mock-ups before the wedding
- Cake Display
- Etc.



Closer Breakdown in Pricing



Bridal

PRICE:

\$175 - \$425+

- Lower End being Small or Cost Affective Blooms
- Average being around \$325
- Bare Roots tends to work with a mix of premium blooms
- Upper End being premium blooms such as garden roses, peonies, orchids, ranunculus, and other unique products
- \$350-375 price range shown above

Bridesmaids

PRICE:

\$95 - \$175

- Petites tend to range around \$125 with coordinating blooms
- Bouquets can be more cost affective if greenery only or gypsophilia
- Average being around \$150 to be a smaller version of the bridal
- Rental containers can be available to be placed into at reception

Freestanding Arbors

PRICE:

\$1250 - \$3000+

- Dependent on ratio of greenery to blooms
- Use of more small and premium blooms, can lead to higher price point
- Bigger blooms will have a bigger impact due to proportion. Subbing blooms for more cost effective ones and lessen the impact of the design
- Can be moved to a photo opportunity or behind the head table. May need low cart for distances

Simple Arbors

PRICE:

\$500 - \$1,200

- Different styles - 1 Grouping
- Asymmetrical groupings (2-3 Groupings)
- Elongated designs can be on the upper end pricing with top bar or full legs designed
- Can be easily clipped and be re-used at reception

Ground Arches

PRICE:

\$2,000 - \$3,500+

- Great low option to not block any views at the venue
- Can be easily moved in sections to in front of the head table or in front of a band or DJ
- Takes more volume of product to have an impactful effect since it is low and behind the bridal party



Trio Budvase

PRICE:
\$50

- Designed with 2-3 blooms per budvase
- Rental budvases available depending on style
- Can be less or more depending on coordinating blooms used in the vase
- Per Table Pricing

Petite Compote

PRICE:
\$125- \$150

- Great option for Rounds, Guestbooks, Small Spaces
- Designed in sets of 3 down the longer 8' tables to have a good balance
- Few rental options available, mainly partners with rental companies for brass tones

Standard Compote

PRICE:
\$150 - \$175

- Styles of compotes available (clear, white, ceramic, metallic, black)
- Great for Round tables or Family tables
- Two Can be used on 8'+ tables, but there are normally accents of budvases of petites on each side

Floral Topper

PRICE:
\$300 - \$400+

- Great for adding depth and height to a space for a luxury feel
- Elevated options available in clear, gold, and black
- Designed in 4-6 around a room to either frame the floor plan or lead your eye into the head table
- Two can be used for a ceremony pedestal piece and then easily moved to the reception

Full-Bloom Tablescape

PRICE:
\$400 - \$500+

- Described sometimes as a floral hedge or can be a compiled grouping of centerpieces
- Normally used for family or head table
- Designed with coordinating blooms or can be a cloud-like design down the center

01. What should I bring to the consultation?

It's great to bring any thing that has caught your eye! It could be an image of an aesthetic you're trying to create, photos or a board from pinterest of all of your thoughts, or simply a color palette

02. How long does set-up take the day of the wedding?

Each project's timeline varies based on its complexity. A smaller and less complex wedding can take anywhere from a 15 minute drop-off to up to 2 hours if there has to be placement around the venue. More complex set-ups will require additional staff and 2-6 hours of set-up time day-of

03. Can you locally source blooms? If so, what's the cost comparison?

Yes, I do! I am a part of the Missouri Flower Exchange where I can source any blooms that might fit your color palette. Since I work in premium blooms, they're about the same cost in the long run compared to imported

04. What if I substitute blooms for greenery to save money?

One of the most common misconceptions in the floral industry is this swap method. It completely depends on the tone of greenery we're looking to have and the type of bloom. For instance, swapping a hydrangea for italian ruscus isn't cost affective due to coverage

05. Do you offer takedown at the end of the evening?

Definitely! If I offer rentals, I do come back at the end of the evening to pick up any stands or containers that cannot wait until the next day to be picked up. I'll also load any rental-free flowers into vehicles as needed.



Are We A *Good* Fit?



We Are A Good Fit If

- ✓ You value timely communication and collaboration in the design process.
- ✓ You're open to feedback and suggestions based on expertise.
- ✓ You're committed to a timeline and respect the design process.
- ✓ You're seeking a partnership, not just a transaction.
- ✓ You love inspired blooms that are tailored to your ideal vision

We Are Not A Good Fit If

- ✗ You expect immediate results without iterative refinement.
- ✗ You're seeking the lowest possible price over value and expertise.
- ✗ You prefer dictating every design detail without flexibility.
- ✗ You're unable to commit to timelines or provide timely feedback.

Snapshot Portfolio





NEXT STEPS

Let's Chat!!



Getting a consultation on the books is great for a comprehensive estimate to get underway so you can relax and enjoy your wedding day!

Available Options: Virtual, FaceTime, and In-Person in select cities



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Karley
