

## **RAFANELLI EVENTS MANAGEMENT, INC.**

### **Statement of Services**

The Agency agrees to act as a wedding planner to produce the Event as set forth in the Services Agreement. The Agency will provide overall consultation services for the Event and specifically provide the following services:

#### **A. Basic Services:**

- Present a Wedding timeline
- Present a Wedding budget, updated periodically with Agency responsibilities
- Conduct regularly scheduled meetings and/or conference calls with the Client to report on areas of Agency responsibilities

#### **B. Wedding Event(s) Management:**

##### **1. Welcome Reception:**

- Recommend venue options for Welcome Reception location
- Conduct site visits of possible locations
- Act as liaison to venue manager of selected venue
- Provide design layout of event venue
- Coordinate complete design presentation
- Oversee all aspects of Welcome Reception set up, service and breakdown

##### **2. Rehearsal Dinner:**

- Recommend venue options for Rehearsal Dinner location
- Conduct site visits of possible locations
- Act as liaison to venue manager of selected venue
- Provide design layout of event venue
- Coordinate complete design presentation
- Oversee all aspects of Rehearsal Dinner set up, service and breakdown

##### **3. Ceremony:**

- Conduct search for Ceremony location
- Conduct site visits of possible locations
- Conduct search for Ceremony celebrant
- Act as liaison with selected venue manager and celebrant
- Produce Ceremony schedule: processional, seating, ceremony, recessional
- Produce printed Wedding program
- Assist in the Wedding rehearsal
- Coordinate all flowers, music and lighting for ceremony
- Oversee all aspects of Ceremony set up and breakdown

##### **4. Wedding Reception & After Party:**

- Recommend venue options for Reception and After Party locations
- Conduct site visits of possible locations
- Act as liaison to venue managers of selected venues
- Provide design layout of event venues
- Coordinate complete design presentation
- Oversee all aspects of Reception and After Party set up, service and breakdown

## **5. Farewell Brunch:**

- Recommend venue options for Farewell Brunch location
- Conduct site visits of possible locations
- Act as liaison to venue manager of selected venue
- Provide design layout of event venue
- Coordinate complete design presentation
- Oversee all aspects of Farewell Brunch set up, service and breakdown

## **6. Activities:**

- Present options for daytime activities for guests throughout the Wedding
- Contract and coordinate logistics with selected vendors
- Serve as the on-site contact/liaison to assist guests

## **C. Vendor Management:**

### **1. Stationery:**

- Present stationery options, including: save-the-date, invitation, welcome notes, guest gifts, Weekend itinerary, thank you notes
- Present stationery options specific to each Wedding event: ceremony program, place cards, menu cards, escort cards, signage
- Create a Wedding Website, updated routinely with all current details and logistics
- Coordinate all aspects of creating, printing, calligraphy and mailing all stationery items

### **2. Caterer:**

- Recommend catering options for all Wedding events
- Act as liaison to selected caterers
- Advise the Client on menu options
- Advise the Client on beverage options
- Schedule a tasting
- Monitor pacing of food and beverage presentation at all Wedding events
- Oversee all aspects of catering set up, service and breakdown for all Wedding events

### **3. Entertainment:**

- Recommend entertainment options for all Wedding events
- Act as liaison to selected entertainers
- Coordinate all on-site logistics for entertainers
- Additional: Consult on specialty entertainment options (fireworks, headline talent, etc.)

### **4. Photographer:**

- Recommend Wedding photographers
- Act as liaison to selected photographer
- Present a list of proposed formal pictures for Client approval
- Coordinate formal pictures day of Wedding

### **5. Videographer:**

- Recommend Wedding videographers
- Act as liaison to selected videographer
- Present list of important moments to be videotaped for Client approval

### **6. Wedding Cake:**

- Present cake design options and sketches
- Contract cake vendor
- Coordinate logistics of cake delivery, set up and presentation

## **7. Travel & Accommodations:**

- Recommend Travel Agency to manage all guest travel and accommodation needs
- Act as liaison to selected Travel Agency
- With Travel Agency:
  - Arrange airport transfers for guests
  - Coordinate guest and Wedding party transportation to/from all events and activities
  - Research/Conduct site visits of hotel possibilities for guests
  - Act as liaison to managers of selected hotel(s)
  - Arrange room blocks and assist with guest bookings

## **8. Security:**

- Recommend Security Company
- Act as liaison to selected Security Company
- Create Client "alias" so name(s) never appear on any documentation— internal, external, or otherwise
- Create an arbitrary Event to dissuade/distract media and other interested parties
- If necessary, operate anonymously by setting up a separate entity to book business on the Client's behalf
- Internally, hold all Client information confidential and among only the Client's dedicated team members
- At the outset, provide all Vendors with only the month and town for the Wedding date and location. In the weeks leading up to the Wedding, only provide the few Vendors required to be on site –by mouth –the actual timing and address
- Withhold the Wedding date and location from all Save-the-Dates / Invitations and other guest communications until absolutely necessary
- Provide complete guest management services throughout the planning process by a dedicated Agency staff member and dedicated Agency phone line
- Provide strategic "Weekend of" guidance and support for guests by the same dedicated Agency staff member
- Require that all Vendor vehicles, attire and branded materials be hidden from public view and no Vendor dialogue when in/around the town of the Event ever broaches the subject of the Wedding or the Client
- Provide on-site property and venue security at all Wedding locations
- Provide facial-recognition software and Photo ID check-in system for all Wedding events
- Administer a strict "No Camera" policy at all Wedding events

## **D. Décor & Design:**

### **1. Floral, Linen & Décor:**

- Present options for floral, linen and décor elements for all Wedding events
- Coordinate a Design Presentation for the Client for all Wedding events
- Act as liaison to selected florist, linen and décor vendors
- Coordinate all aspects of floral, linen and décor design/installation for all Wedding events

### **2. Rentals:**

- Present rental options for all Wedding events
- Act as liaison to selected vendors
- Coordinate all light, sound and rental needs for all Wedding events

### **3. Audio / Visual:**

- Recommend options for audio / visual elements for all Wedding events
- Act as liaison to audio / visual vendors
- Oversee all audio / visual aspects at all Wedding events

**4. Lighting & Staging:**

- Recommend options for light and staging elements for all Wedding events
- Act as liaison to lighting and staging vendors
- Oversee all lighting and staging aspects at all Wedding events

**E. Production & Operations:**

The Agency is responsible for all production, operation and on-site coordination, including:

- Working with the Client and venue personnel on overall implementation of designs
- Coordinating the set-up and breakdown of the Wedding venues
- Arranging for and coordinating all production vendors, including: sound, lighting, linens, rentals, staging, etc.
- Obtaining all necessary permits and licenses
- Arranging for police, fire and security details
- Coordinating all "weekend of" Wedding staff
- Providing on-site "weekend of" Wedding management