



# Moonrose Farm

## *Event Floral Booking Procedures*



**Booking** The first step is to reach out to see if your date is available in our calendar. Dates are booked on a first-come, first-served basis. If your date is available, we will have you fill out our [wedding inquiry form](#) so we can get to know a little more about your floral vision. We will then either schedule a phone chat to talk more or continue to talk via email.

**About Our Designs** We create our best work when our clients are flexible and open to trusting our vision. We are inspired by the seasons and always prioritize using locally grown in-season florals. Our designs are always

uniquely crafted just for you. Because we use local flowers, we can not guarantee any specific type of flower due to the possibility of severe weather or crop failures. We do, however, guarantee that we will make beautiful designs within the agreed upon color palette using the freshest flowers possible. We do not use toxic [floral foam](#) in any of our designs and instead we use a variety of biodegradable products and techniques to keep our flower installations looking fresh and hydrated. Using local flowers reduces the amount of waste and emissions produced from packaging and shipping flowers.

**Your Design Plan & Estimate** After we have learned about your style, wants, and desires for your special day, we will come up with a design plan that covers a basic description of each piece we've talked about. This is a working document that we will continue to add more details to as we get closer to your event date. Wedding flowers are generally booked 6-12+ months in advance and a lot can change in that timeframe! We will give you enough of a framework in order for us to draft an estimate and will expand upon details like specific color requests, number of arrangements, and style of vases in the months leading up to your date. If you would like more details or visuals for specific pieces please don't hesitate to ask!

**Deposit** You can secure your date with a deposit (30% of the total estimate) and a signed contract. The deposit is non-refundable. Your deposit should be paid via check and mailed to the address on your estimate.

**Communications** We are farmers first and floral designers second. This means we spend most of our time out in the field growing the flowers and only one or two days a week inside in the office. We will do our best to reply in a timely manner, but please allow up to 7-10 days for a reply if your event is more than 3 months away. As ideas, additions, or changes to the plan arise, please try to condense your communications to one monthly email, or better yet: write down your ideas and bring them to the venue walkthrough so we can talk about them in person.



**Venue Walk-through** We require a walkthrough with the couple at the wedding venue no less than 3 months before your date. At the walkthrough we will discuss in further detail where the floral designs will go and will get a better sense of the flow of your event. This is where we will work together to solidify the vision and when we can suggest some unique custom design and installation options to make your flowers stand out.

**Finalizing the Design Plan** After we meet at the walkthrough, we will add much more detail to your design plan. We will send you vase options to choose from and write out descriptions for each of the floral pieces we will be designing for you. All of the vases, urns, etc. are yours to keep and are included in the price on your estimate. To complete your final design plan, please allow 7-14 days after your walkthrough.



**Payment** Your final balance is due in full 30 days prior to your event date. We believe in the power of keeping money in the local economy and strongly encourage our clients to pay via check or secure bank transfer. If a credit card payment is preferred, a 3% fee will be added to your invoice. If the event is booked within 30 days of the event date, the invoice must be paid in full upon receipt of your invoice. If your payment is late, we will assess a \$100 late fee for every 7 days past your due date.

**Takedown Services** We do not offer takedown services and we do not return after your event to break down any floral pieces. Please plan accordingly to have friends or family take care of this and make sure your wedding planner / venue knows the plan.

**We look forward to making your flower dreams come true.**

*Jordan Goldsmith - Farmer & Florist at Moonrose Farm*