

CHERISHED  MOMENTS  
*Planning, Design, & Coordination*

## DESIGN & DECOR

Bringing Your Vision to Life



## About Me

### RAFEAL HENDERSON



My name is **Rafeal Henderson**, and I am the lead planner and designer for **Cherished Moments Planning, Design, & Coordination**.

We are a Southern California-based Wedding Planning company that provides a complete wedding planning experience for busy professionals. I absolutely love weddings and strive to create an unforgettable, stress-free wedding experience for my brides. The best way to do that is by removing the heavy lifting.

## Our Process

We know how important it is to have your wedding planned without worrying about the tiny details. This is why all our packages include complete vendor management, so the only decisions you ever need to make is saying “Yes” or “No”. We take care of the services, contracts, and payments for you.

We are different from other event planning companies in that we provide support where you need it most, as we realize that all our clients are different. For example, if you are a non-traditional couple and your focus is getting the best Instagram-worthy photos, we will ensure that we work with a photographer who is less focused on getting traditional shots, but who will go the extra step to get you those instagrammable photos.

Just ask our last bacon-enthusiast groom and ice-cream loving bride how we brought them back to their childhood with a surprise Chunky Elvis Ice Cream stand at their reception. Don't know what Chunky Elvis is? Google it. We promise you will either fall in love or at least be intrigued.

# You Should Choose Us if...

## YOU ENJOY DELEGATING

Event Design can be overwhelming, but that's why we are here. If you enjoy being supported and having an expert take your vision and execute it, we are your perfect design team.

## YOU VALUE QUALITY

We pride ourselves on working with the best vendors and selecting only quality items for your event.

## YOU LOVE DESIGN

One of our favorite things to do is work with our clients to find the best design to suit their unique personality. If you enjoy stepping into a venue and having your breath taken away, look no further.

## YOU LIKE TO HAVE FUN

We do not believe that you or your family members should be working during your event. You should be enjoying the memories and having fun. If you enjoy having fun and leaving the worrying to us, we should definitely work together.



# What Our Clients Have to Say

I gave her my vision and I was very detailed about what I wanted and how I wanted it. People didn't always get my vision, but when everything came together, they got it!!! LOL! I trusted her with my vision, and she executed!!!

*Jeanna H.*

I'm happy that I put full trust in her [Rafeal], and she came through with a bang! I received so many compliments from family and friends. My in-laws said they've never been to a wedding so organized. Thank you, Cherished Moments, for the best wedding I could have asked for.

*Khaila J.*

Amazing. I don't know how I could ever repay Rafeal. I reached out to her so last minute, and I really could not thank her enough for her insight and beyond creative mind! I had never planned an event and her beautiful and calm nature made everything so easy.

*Laura J.*





## The *Design & Decor* Package

This package is designed for the couple who wants a world-class team to design the perfect wedding and seamlessly take care of all the details to execute their decor and design elements from beginning to end. We'll be your creative partner to conceptualize the overall design for your special day, including themes, color schemes, floor plan, decor, accessories, and guest experience.

Once your design is finalized, we'll be your single point of contact for all design and decor aspects of your wedding, including hiring the ideal team of qualified vendors. From lighting, to linens, to florals, we'll ensure every creative element is aligned with your vision, and project manage all the moving parts. We'll also manage the decor and design budget and timelines, so you can leave the details to your expert team. If you already have a wedding coordinator, we can work together to ensure a seamless execution.





## *What's Included:*

- Conceptual Brainstorming and Creative Direction Consulting
- Design Visualization and Storyboarding
- On-site Styling
- Full-Site and Floor Plan Design and Documentation
- Centerpieces and Tablescapes
- Photo Booth Backdrops, and Props
- Arches, Altars, and Chuppas
- Favors
- Creation of Paper Goods and Signage
- Save-the-Dates, Invitations, and Thank You Cards
- Programs, Menus, and Place Cards
- Custom Chalkboards, Printed Signage, Mirrors, and Other Calligraphy
- Sourcing, Design Development, and/or Fabrication Of Elements
- Floral
- Lighting
- Linens, Draping, and Floor Plan
- Design
- Vendor Selection
- Budget Management
- Installation, Staffing, Flip, and Removal

# How it Works

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## INITIAL CONSULTATION

At your initial Design Meeting we will dive into your vision for the overall look and feel of your event and your budget. We will then construct a list of all design elements and possible artist/vendors, which will include floral design, furniture, lighting, draping, table top decor, custom scenery elements, and much more! At this consultation, you will have the opportunity to ask questions, share your pinterest board, and really explain what your vision is. The designer fee is a separate fee from your event aesthetics that will be provided by outside vendors. So please keep this in mind when you are thinking about your overall design and decor budget.

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## PROPOSAL REVIEW

Following your initial consultation, we will send you a customized proposal detailing the services we will provide along with the contract and payment schedule. We offer a scheduled video conference to discuss the proposal in detail. At this time, if you decide you'd like to work with us to make your event everything you imagined, we require a signed contract and a 35% deposit to secure your date and begin the design process.

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## DESIGN PROCESS BEGINS

We visit the venue and have a one-hour consultation discussing what you see and what you would like. After the venue meeting, we will provide you with a customized visual storyboard, combining all of the design elements that will be included in your event. We do all the research for vendors and various sourcing options, along with constructing a comprehensive design board detailing how we will make your vision a reality (time frame for creation of storyboard will vary, depending on the scope of your project).

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# How it Works: The Home Stretch

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## WRAP UP MEETING AND FINAL NOTICE

Almost there! Roughly eight weeks before your wedding day we have a meeting to nail down every last detail. We will finalize your floor plan, confirm all design details, and finalize all vendors and contracts. Following this meeting, we will schedule your 3D design display to view a sample design of how your event will look the day of. Following the wrap-up meeting we will send your final invoice. Payment is due one month before your event date.

## THE BIG DAY

While you get all dolled up, we will be at the venue making everything gorgeous. This is when all the details from your design proposal are brought together and a floor-to-ceiling wonder is created. We oversee all the setup and often install most elements ourselves to ensure it's done according to your vision. Then we disappear like design ninjas until it is time for a flip or tear-down. After the event, we return to the venue to strip all decor items and make sure all rentals get returned to where they belong.

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*Happily Ever After*

# Cost Breakdown

Because we know you might be wondering how our payment process works, we created a breakdown for you.

You will be charged a designer fee AND a decor fee, which will both be broken down into **three payments**.

STARTING AT  
\$6,500.00

**Designer Fee:** All payments go towards Cherished Moments staff and Event Design team.

**Decor Fee:** All payments go towards rentals, florists, and other event vendors.

Non-refundable deposit – 35%  
Due Upon Signing

Second Payment – 35%  
On or before 6 months  
prior to event

Final Payment – 30%  
On or before 30 days  
prior to event



# Thank You!

Please let us know at your earliest convenience if you are interested in moving forward with booking **Cherished Moments Planning Design, and Coordination** for your wedding day. If you'd like, we would love to schedule a FREE consultation with you to discuss your wedding details.

Thank you for considering us!

Should you have any questions or concerns, please do not hesitate to contact us.

## Best Regards

Rafeal Henderson

Lead Planner

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