

THE

BLOOM FOLK

dreamy and romantic wedding florals and styling for loved-up couples



HELLO ✪ LOVERS,

Thank you for considering The Bloom Folk for your special day!

We love to create dreamy, romantic, and abundantly floral weddings in our signature 'Garden-Luxe' style and cannot wait to work with you to bring a beautiful and unique representation of your floral dreams to life.

Here at The Bloom Folk, we request an element of floral creativity from all of our couples, which allows us to showcase the best, and more importantly - the most beautiful blooms for the season on their wedding day.

We love to combine Australian grown seasonal flowers with premium imported florals to create our unique design style - this is what sets us apart and is the reason so many couples fall in love with our work and cant wait to have us create for them on their wedding day.

Please note that we have a minimum investment for Full Service Weddings of -

\$5,000 for Florals & Styling for August - May
&
\$3,500 for Florals & Styling for June & July

This is in place to ensure that we can create weddings in our signature floral style and offer our couples the best service experience on their wedding day. It also ensures we have a beautiful high-quality product to create with and enough talented staff to make your floral dreams come true.

We value our ability to provide personalised attention to our couples as well as the artistry of floral design and organic beauty of flowers; Therefore we do limit the number of full-service weddings we take per weekend as a commitment to these values.

Cant wait to talk flowers with you!

THE
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GETTING STARTED

Do you have a minimum spend?

We operate with a minimum spend of \$5,000 for all Friday, Saturday & Sunday bookings. This is in place to ensure that we can provide our signature floral style and boutique service experience to you on your wedding day. It also ensures we have beautiful, high quality products to create with and enough talented staff to make your floral dreams come true.

On average, our clients spend between \$6,500 - \$8,000 if booking Florals only. The average spend of our couples booking Florals and Styling is \$8,500.

How far in advance should I book?

We recommend getting in touch as soon as you have booked your date with your venue. For September - March dates, we often receive bookings between 12- 18 months out from the wedding with Friday & Saturday dates being the most popular. We do not hold dates until a \$500 date hold deposit is paid and our contract is signed. If you love our work we suggest booking your date and we can finalise the design details later if need be.

Can we make changes after we pay our deposit?

Yes, absolutely! After you have secured your date with a deposit and signed the contract, you can absolutely still make changes to your quoted items. You can do this up until 6 weeks before your wedding date. You may find that you have forgotten small items on the week of your wedding (ie. a buttonhole for a family member, or bud vases in the bathroom), and that's ok - we can easily adjust your invoice. When booking your wedding 12-18 months in advance, we do not expect you to have all these details set in stone.

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WHAT WILL OUR FLORAL & STYLING BUDGET GET US?

This would have to be the number one question that crosses every couples mind at some point in their wedding planning journey.

There are so many factors that can alter this answer - Your vision, your venue, your bridal party size, your guest count, the list goes on ...

What we have created below are some general budget guides, however, we highly recommend chatting with us so we can offer your our recommendations based on your unique needs.

← \$3,500

Our Bridal Party Essentials and Bloom Essentials package are perfect for this price point. We off a pre-curated selection of items and four colour pallets to choose from. This is a delivery service only and does not include any pack down. All items are yours to keep or gift to family and friends.

\$5,000 - \$6,000

Small to Medium Weddings - This price point will allow for personal florals for Bride, Groom & a small Bridal Party florals, an abundant ceremony feature, a light array of Bud Vases and candles for your reception tables.

\$6,500 - \$8,500

This price point reflects the average spend for our couples. Allowing for personal florals for the Bride and Groom & Bridal Party, an abundant ceremony feature, aisle florals, signage florals, our signature Bridal Table and Reception tablescape with candles and styling elements.

\$9,000 - \$15,000 +

Abundant Weddings - For lush florals and highly styled wedding aesthetics this price point would allow for everything mentioned above with larger, more abundant coverage as well as mantle or fireplace florals and hanging instillations.

A very important factor to consider is choosing a florist whose style you LOVE. Every florists will have different pricing based on achiving their signature style.



PERSONAL BLOOMS

Bridal Bouquet

En masse Seasonal (one flower variety, local in season)
from \$180

En masse Premium (one flower variety - Rose, Hydrangea, Peony ect)
from \$200

Add Orchids + \$55

Our 'Signature Bouquet'
Abundant with mixed florals of the season
and finished with silk ribbons
from \$330 ~ \$385

Petite from \$250

Bridesmaid Bouquet

En masse (one flower variety) \$150

Petite from \$180

Our 'Signature Maids Bouquet'
from \$220 ~ \$250

Flower Girls, Page Boys & Pets

Flower Wand - Single Rose with trailing Silk Ribbons \$35

Mini Posy \$70

Childs Flower Crown \$70

Basket & Petals \$50 | Mini-Buttonhole \$18

Pet Florals from \$22 - \$70

Buttonholes

Buttonholes \$24

CEREMONY FEATURES

All ceremony features are custom quoted on request and designed for intentional relocation to your Reception.

We include the cost of structure hire and floral coverage is priced by the meter making this easy to customise to your preferred abundance level. Guidance to pricing available below, however we will chat to you about your specific needs during your complementary consultation call.

Floral Frames	\$750 to \$1,100
Plinths, Boxes & Urns	\$950 to \$1,800
Love Nests	\$950 to \$1,800
Floral Pillars	\$1,650 to \$2,800
Full Arch	\$2,200 to \$3,500



Indicates relocatable design styles

Arbour Instillations

- Seasonal Florals & Foliage - \$580 per/m
- Luxe Florals (minimal or no foliage) - \$780 per/m

We do not offer relocation options for Arbour Instillations. Your venue team may be happy to relocate this for you though.





CEREMONY BLOOMS

For the Aisle Entry or Chair Ends

Ground 'Aisle Garden' Flowers
From \$225

Rose Petals \$70 per box

Individual Florals Stems in the grass from \$300

Welcome Signage Florals & Styling

Small Attached Florals \$150 | Statement Ground Florals \$225
Basket of 50 Fans \$100 | Basket of 10 Parasols \$100

Personalised Selfie Mirror / Welcome Sign

Mirror with personalised welcome message \$80
Including Ground Florals \$250

For Cocktail Hour

Bar Feature from \$180 - \$400
Champagne Tower Feature from \$225

Bud Vase \$20

We are big advocates for repurposing ceremony florals to your reception and giving your florals a second use throughout the day.

We will recommend the compatible options/locations for repurposing your chosen designs where possible as part of your proposal.



TABLE BLOOMS

Bridal Table Arrangements

Sweetheart / Long & Low Arrangements from \$360 per/m
Cloud, Vase or Compote Arrangements ~
Signature \$180 | Elaborate \$220
Bud vase cluster of 3 \$60

Guest Tables

Flat-lay Greenery \$79 per/m
Bud vase cluster of 3 \$60
Petite Vase \$95
Cloud, Vase or Compote Arrangements ~
Signature \$180 | Elaborate \$220
Tall Flower Stands - from \$280

Our Signature Tablescape

We love creating mixed tablescapes that include a combination of arrangements, bud vases and all our beautiful styling elements from our inventory that complement your aesthetic. Simply select this option when filling your wishlist and we will curate the perfect combo for you.

Light Coverage from \$175 per table (seating 8 guests, Ideal for Shared Platters)

Abundant Coverage from \$300 per table (seating 8 guests)





RECEPTION BLOOMS

Hanging Installations

Florals and Foliage from \$600 per/m

Luxe Florals from \$750 per/m

Please note - Double-sided installations are priced double.

Mantle, Fireplace or Beam Installations

Seasonal Florals & Foliage from \$580 per/m

Luxe Florals (minimal or no foliage) from \$780 per/m

Cake Florals

Florals for cakes - Simple \$40 | Elaborate \$75

Cake Table Meadow - from \$180

Other Arrangements

Custom Arrangements are available for your Bar, Champagne Tower & Gift Table.

These locations are often perfect for repurposed Ceremony flowers.

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CANDLES, BASES & SLEEVES



Mixed Luxe Tealights - Clear and Blush available
\$150 for 30



Pillar Candles with Glass Sleeves
\$490 for 30



Pillar Candles with Black Cubes
\$490 for 30



Custom colours available



Taper Candles with Glass Holders
Clear & Blush available
\$290 for 30
\$490 for 30 with Glass Sleeves



Taper Candles with White or Gold Holders
\$350 for 30
\$490 for 30 with Glass Sleeves



Taper Candles with Gold Holders
\$350 for 30
\$490 for 30 with Glass Sleeves

VASES, VESSELS & STANDS



Oh Floral Bud Vases



Oaklab Tube/Bud Vases



Bleu Home Bud Vases



Marmoset Found Bud Vases



Bowl Vessels



Compotes



Tall Flower Stands

STYLING & HIRE ~ CEREMONY



Acrylic Display Plinths
\$30 each



White Textured Plinth
\$30 each



Ceremony Urns
\$30 each



Duo Signage Frame
\$60



Soirée Parisols
\$10 each



Personalised Mirror Sign
\$100 Mirror and message only
\$250 Mirror and Elaborate Florals

STYLING & HIRE ~ RECEPTION



Table Runner Fabric - Blush, Terracotta & Ivory available
\$10 per meter



Sandstone Stacking Slabs
\$50 for 30 pieces



Table Numbers
White - Number One to Ten
Gold - Numbers One to Five
Blush/White - Numbers One to Nine
Stone - Numbers One to Five

\$5 per Table Number



Wishing Well Hire - Cards & Well Wishes
White Acrylic
\$40 each



Napkins - Various colours available
from \$4.40 each

SERVICING FEES

What are 'servicing fees' and how are they applied to our quote?

TRAVEL, DELIVERY & SET UP

We have a set fee that is added to all quotes to cover the cost of flower market visits, parking, tolls, and travel to and from your venue.

Fun fact: On average, we drive 500kms per wedding.

\$300 - applies to Central Coast, Hunter Valley, and Lake Macquarie regions.

\$400 - applies to Sydney and Newcastle. Beyond will be custom quoted on distance.

\$150 - 1 Hour Venue Site Inspection or 1:1 meet up consultation.

BUMP - OUT

Please note that most venues require a bump-out (aka packing everything up) immediately after your reception finishes or have very strict time frames for a bump-out so please check with your venue for details. We do not allow couples to do their own pack down if structures, Installations, vases or styling items belonging to The Bloom Folk are being utilised for OH&S reasons. Couples and guests are welcome to keep as many flowers as they want to after the event, but you will need to take these with you or arrange to have them set aside.

A standard bump-out fee of \$450 applies to all quotes to cover costs of post-event pack-down, a return trip to the venue, all waste removal, and cleaning. Standard bump out times include late night 10pm-1am or the following morning 8am - 10am.

LABOUR & STAFFING

Labour and staffing requirements will be calculated based on the unique elements of your proposal. Ensuring we have enough hands on deck to bring your floral vision to life is an essential requirement for our business. The average wedding will require between 2-3 staff for preparation the days prior, set up, relocations and bump out, sometimes more.

Our standard rate is \$52 per hour per staff member and requirements are approximately 20% of the floral design total cost.

Calculation example only: Bloom cost \$5,000 + Travel, Delivery Set Up \$300 + Late Night Bump Out \$450 + Labour \$900 = \$6650 + GST

10% GST will be added to all quotes | Servicing fees are non-negotiable.





OUR BOOKING PROCESS

- Submit your enquiry via our website
- We will get back to you asap with our availability and a copy of our Couples Wishlist to fill in with all your beautiful ideas and requirements so far.
- We will review all the dreamy details you have shared and create your personalised proposal of initial ideas based on what you have shared. You are welcome to make adjustments to this at any time.
- You can expect to receive your proposal ideas within 3-5 days.

Depending on your requirements, we may supply you with more than one proposal for you to compare ideas and different price points.

- You can book a call with us to chat through any questions is you wish.
- Secure your date. We will supply you with the details to pay your deposit. Your date is not booked until and deposit is paid and a contract is signed.
- You do not need to finalise your floral and styling choices until 6-8 weeks prior to your wedding so there is plenty of time for us to collaborate and decide on the finer details with you. This is perfect for those who are still working out the details of their day or think they may change their mind along the way.