



SERVICES *and*  
INVESTMENT

---

*Sweet Alton Floral*

# IN THIS GUIDE

---

ABOUT THE DESIGNER ..... PAGE 3

OUR STYLE ..... PAGE 4

INVESTMENT ..... PAGE 5

OUR PROCESS ..... PAGE 6

CLIENT TESTIMONIALS ... PAGE 7

FAQ ..... PAGE 8

INQUIRE ..... PAGE 9



The art of floral design is powerful. Great design helps enhance the mood and overall ambiance of your wedding day!

Each wedding is unique, thus every element of your designs are thoughtfully curated to achieve the aesthetic you're envisioning.



# Hi I'M KAITLYNN

As a floral artist I am drawn to balance, tones, and textures. I love the unpredictable nature of flowers - It is through their natural shape and textures, and the accompanying surroundings and elements, that I guide my designs and inspiration.



My continuing love of creativity and planning traces back to my earliest years. Crafting and organizing anything and everything I could started from an early age. My thoughts were always overflowing with big and beautiful ideas.

Within college, I met the love of my life and had the wonderful opportunity to create and plan my own wedding in 2014. We were young and needed to keep the wedding small, so I made the decision to DIY our wedding flowers. This was a pivotal moment for me. I had never explored creativity with a flower medium. I was enamored! 2 kids and 3 years later, I eventually took the leap into starting this beautiful flower business!

# Our Style

---

textured  lush  garden

We excel in crafting arrangements characterized by their rich textures & tones. incorporating a diverse array of colors, shapes, and sizes to ensure a visually captivating and immersive experience for every arrangement we design.

Each floral composition is a unique masterpiece, meticulously tailored to reflect the individual tastes and preferences of each client.

Our commitment to excellence and attention to detail permeate every aspect of our work, from initial concept to final execution, resulting in stunning floral styles that enrich the atmosphere of every wedding.



# Investment



## SIGNATURE LOOK

**\$3000-\$9500**

This look typically consists of personal flowers, partial to full arch decor, small to medium aisle arrangements or centerpieces, a simple head table arrangement, simple signage decor, and a light dusting of candles.



## LUXURY EXPERIENCE

**\$30,000-\$50,000+**

For couples looking for a lavish experience, completely custom to your venue and styles. This style requires a full team of skilled designers and often an outsourced team of installers.



## PREMIUM COLLECTION

**\$10,000-\$25,000+**

This highly requested collection usually includes personal flowers, full arch decor, large aisle arrangements and/or lush centerpieces, a lavish head table arrangement, full signage decor, bar and cocktail arrangements, and a wide array of candles.

CALCULATE YOUR  
BUDGET HERE

# Our Process

---

## *inquire*

### **TELL US ALL ABOUT YOUR WEDDING**

Through our online [inquiry form](#). We'll look through your form and send over additional information & details to book your consultation.

## *booking*

### **YOU'LL RECEIVE A CUSTOM PROPOSAL**

When you're ready to make it official, we'll send over a custom proposal where you can pay the 40% retainer to secure your date in our calendar.

## *wedding day*

### **THE BIG DAY HAS ARRIVED!**

Our team of florists will arrive at your venue the day of your wedding to begin executing every detail of your designs.

## *consultation*

### **WE'LL SET UP A MEETING**

With you or your planner - in person or over video chat. To go over all your floral details

## *planning*

### **THE FUN PART!**

We work with you and/or your planner throughout the planning process to make any necessary edits; as well as, scheduling of any consultations as needed to make any final floral or decor decisions.



# Client Testimonials

---

“Sweet Afton Floral created the most unique and whimsical flower arrangements for our wedding day! Kaitlynn is a talented artist that listens carefully to any ideas you have, but takes them to another level. I also appreciated her patience and professionalism throughout the entire process. She was thorough from the initial consult, creating a flower recipe, and delivering/setting up the arrangements onsite. I had so many compliments on our bright, textured flowers! You will not regret working with Kaitlynn if you are lucky to book her.”

*Laura B*

“Kaitlynn is amazing! Her work is breathtaking! She gave me everything I asked for and more, especially with pricing she was so helpful! It also helps that she is an amazing person and so much fun to work with! We had a pavilion and the flowers on it were GORGEOUS! We didn't even have the heart to throw it away so we kept some of it with the bouquet and are preserving it! Seriously, she is the best florist out there and I was so beyond lucky to work with her!!!!”

*Kylie P*

“Kaitlynn was absolutely incredible to work with and so talented. I chose Sweet Afton Floral for my wedding florals initially because she was so personable and kind when we had our consultation. I only had a brief idea of what I wanted and left a lot of it up to her and she somehow read my mind! Not only is she reasonably priced, but so extremely talented. My florals were beautiful and the process was so easy. I cannot recommend Kaitlynn to brides enough!”

*Baylee D*

MORE TESTIMONIALS

# Frequently Asked Questions

---

## HOW FAR DO YOU TRAVEL?

We service all destinations & local to Utah.  
Travel fees apply for all weddings regardless of location.

## WHAT OTHER FEES SHOULD I EXPECT?

Outside of floral costs, you can expect fees for the following:  
taxes, labor/setup, tear down, rental items, delivery & travel.  
All fees are calculated for you in the initial consultation. Fees are percentage based,  
so they may increase with additions or upgrades made to your order.

## DO YOU HAVE A MINIMUM?

Our current minimum is \$3000 from April-September  
\$2000 minimum from October-March





*Inquire with us*

---

*inquire*

