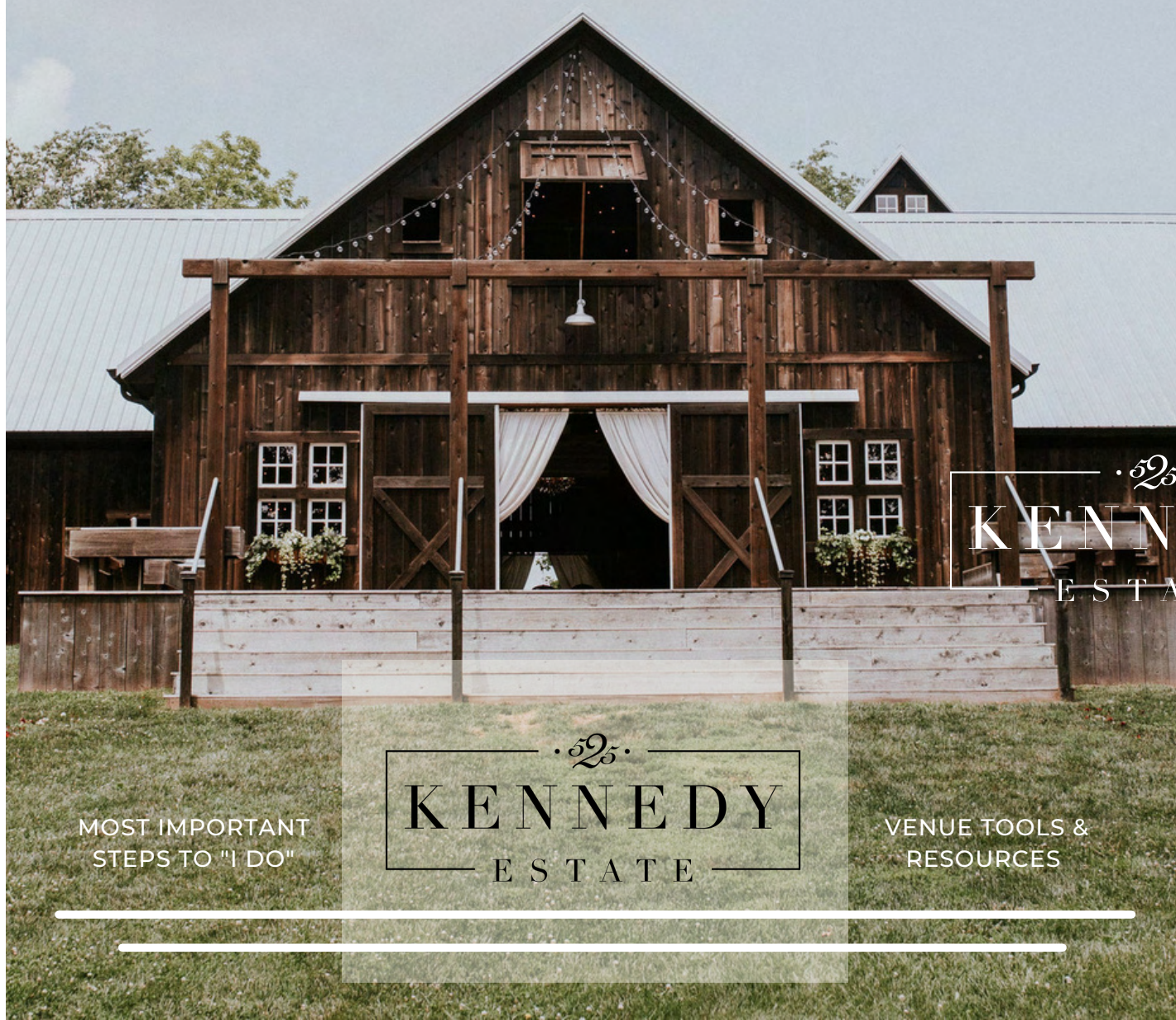


2022 EDITION

WEDDING

A GUIDE TO PLANNING THE PERFECT
WEDDING OR EVENT



·25·
KENNEDY
ESTATE

MOST IMPORTANT
STEPS TO "I DO"

·25·
KENNEDY
ESTATE

VENUE TOOLS &
RESOURCES

CONTENTS



IMPORTANT STEPS

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Visit our website

WWW.KENNEDYESTATE.COM

to stay up to date on additional
resources and inspiration

ABOUT

HOW TO PLAN THE PERFECT WEDDING OR EVENT

THE ART OF HOSTING

Consider this guide all you need to know about the art of hosting. Complete with a list of important steps, vendor recommendations, and venue specific resources, we'll answer your questions before you even know what to ask.

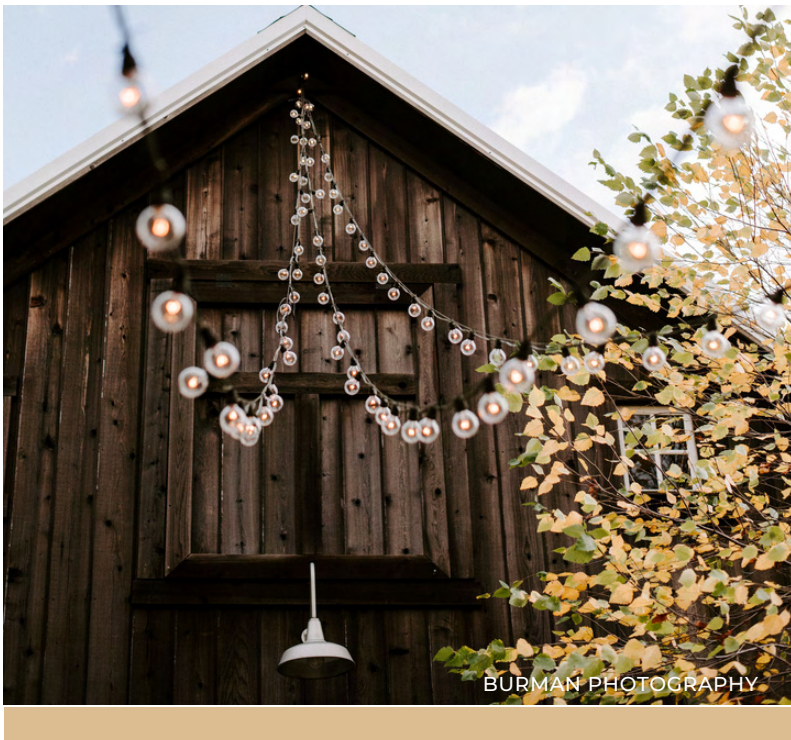
STRATEGY

We're making the strategy to success available from a team of people who have overseen countless weddings and events, because...

OUR MISSION IS TO PROVIDE YOU
WITH THE SETTING, STRATEGY,
AND SUPPORT YOU NEED TO
CELEBRATE EFFORTLESSLY.



STEFANIE CHILDS LIFESTYLE



INITIAL PLANNING STEPS

Congratulations on booking your event date at Kennedy Estate! Whether you are planning towards your wedding day, a bridal shower, or a corporate event, we hope this guide will serve as a compass for your questions and next steps. Though crafted in detail to address all wedding questions, *much of the material in this resource can be applied to any event, big or small.*

If you are, in fact, planning for your wedding day - CONGRATS! Make sure you take the time to celebrate along the way in this exciting process!

These first five steps need your most immediate attention, and will serve as a great introduction to our more exhaustive checklist.

NOW LET'S GET STARTED!

01

BUDGET, SIZE, & STYLE

- If you haven't already, consider using a budget builder (p.8) to determine your overall investment.
- Then, consider an estimated total guest count. The size of your wedding or event impacts your planning!
- Lastly, go find some inspiration. Everything from decor to dress code helps set the tone! It's the fun part of developing your dream celebration.

02

WEBSITE & REGISTRY

This is an essential step after the date and size of your wedding have been decided. Your website will be the hub of communicating with guests all important information and provides access to your registry! Make sure to complete this prior to sending out invites. (See p.5 for great wedding website platforms.)

03

THE BRIDAL PARTY

Members of the bridal party need the most advanced notice to:

- block off the weekend
- order dresses and suits,
- and plan the best bachelorette and bachelor parties!

Consider fun, thoughtful ways to ask these guests of honor to support you on your big day. (See p.6 for bridal party attire rentals and purchases.)

04

GUEST LIST

This is a harder process than you might think! Narrow down the list of all your friends and family and their contact information so you can send out save the dates. We recommend keeping an excel spreadsheet to track RSVP's, finalize your seating chart, and send out thank you's after the main event!

05

WEDDING DRESS

And finally, for the step you've all been waiting for: start shopping for that dream wedding dress (see pg)! This should be a fun, stress free activity so you want to allow yourself plenty of time to go to multiple boutiques.



CHECKLIST

Let's face it. The biggest headache of planning an event is remembering all you need to do, and when you need to do it. This is a recommended outline for your planning process. Just remember, that even if your timeline looks different, any "deadlines" we set can be adjusted towards what YOU need.

01 CHOOSE A DATE ☐

Decide this date **as quickly as possible**. Everything else depends on the date!

02 ENGAGEMENT PHOTOS ☐

Get your engagement photos about **6 - 8 months** before your wedding date. These will be perfect for your save the dates and invitations. Some photographers even include an engagement photo shoot session in their overall wedding package, so make sure to do your research on photographers prior to this decision!

03 MAKE A BUDGET ☐

There are lots of ways to allocate the money in your budget. It really depends on what is most important to you! Do you dream of a perfect venue, the best photographer, or the most beautiful gown? Some main categories to consider when making your initial budget include: venue, photographer, caterer, decor, florals, attire, and stationary. (See pg)

04 DISCOVER YOUR STYLE ☐

If it isn't already, Pinterest will be your new friend. Take this chance to let things like decor and color choices reflect your unique taste and personality!

05 WEBSITE/REGISTRY ☐

The Knot, Zola, and Wedding Wire are the most popular, free wedding sites. You don't have to be a website designer! These platforms offer tons of helpful tools, resources, and templates in the process. They even explain how to add registry links to your site for guests to view. You'll want to have both the website and registry done **4-6 months** before your big day.

06 SHOP FOR A DRESS ☐

You should begin your search **6-9 months** before the wedding. If you're having a short engagement don't worry, Some boutiques can get you a dress within a month, and even have great deals for dresses "off the rack!" David's Bridal is a great place to start if you are in this situation.

07 GUEST LIST ☐

It's best to have your guest list finalized **8 months** before your wedding. A lot of other details rely on your guest count, and you can't send out save-the-dates until you know those invited to attend!

08

SEND SAVE THE DATES



These should be sent **6-8 months** before the wedding.

09

VENDORS



Events CAN successfully be booked with vendors in less time. This timeline offers the appropriate amount of buffer to ensure you get the most popular in the industry.

- Florist: **6-9 months** out is recommended, but for more popular vendors they could be booked as far as **12-18 months** in advance.
- Caterer: No later than **6 months out**
- Photographer/Videographer: At least **9 months out**.
- Hair/makeup: **4-6 months out**
- DJ: **6-8 months out**
- Officiant: **6-9 months out**.
- Cake: About **6 months out**

10

WEDDING PARTY



Let them know as soon as possible! Bridesmaids will need to buy their dresses about **6 months** out to allow time for ordering and alterations. Groomsmen don't need to get suits until about **2-4 months** out.

Where to buy or rent...

Bridesmaid's Dresses

Azazie - Online \$

BHLDN - Online \$\$

Groomsmen's Tuxes

The Black Tux - Online RENTAL \$

SuitSupply - Online \$\$

VENDORS | QUOTES

11 SEND INVITES ☐
6-8 weeks before wedding.

12 WEDDING BANDS ☐
Purchase 3-4 months before wedding.

13 MARRIAGE
LICENSE ☐
At the earliest obtain the marriage
license 2 weeks before the wedding. In
some states you need to secure your
marriage. license at least 72 hours
before your wedding but don't apply
too far in advance because a marriage
license has an expiration date usually
between 30-90 days after it is issued.

14 SEATING CHART ☐
Once all of your RSVPs are in!

15 SEND THANK
YOUS ☐
within the first month after returning
from your honeymoon.

NOTES

THE BUDGET

	<u>BUDGETED</u>	<u>ACTUAL</u>
TOTAL INVESTMENT AVAILABLE		
EXPENSES		
VENUE RENTAL		
PHOTOGRAPHER/ VIDEOGRAPHER		
CATERER		
OFFICIANT		
DJ/LIVE MUSIC		
CAKE & DESSERTS		
HOSTED BAR		
WEDDING DRESS		
GROOM'S SUIT		
ALL ACCESSORIES		
CEREMONY DECOR		
CENTERPIECES/ RECEPTION DECOR		
ALL FLORALS		
SAVE THE DATES/ INVITATIONS		
LIMO/ CAR RENTALS		
WEDDING BANDS		
WEDDING PARTY GIFTS/ATTIRE		
PROGRAMS & THANK YOU CARDS		
VENDOR TIPS		

- 01 **ARRIVAL/DECOR SET UP (2 HRS)**
Arrive on site to get ready; your team of people should begin decorating.
- 02 **PICTURES (1 HR)**
Once everyone is dressed, the photographer can begin pictures! This is a great opportunity for a first look, if you are having one.
- 03 **CEREMONY (30 MIN)**
Enjoy every moment of this! Your KE day-of coordinator will make sure everything runs smoothly.
- 04 **COCKTAIL HR/ PICTURES (1 HR)**
While your guests enjoy cocktail hour up at the barn, you will use this next hour to take family pictures and couple portraits.
- 05 **RECEPTION & INTRODUCTIONS**
Now it's time to get the party started!
- 06 **DINNER (1.5 HRS)**
After intros, you can begin dinner with a welcome or prayer. Make sure your caterer or DJ is tasked to release tables for the buffet, unless a plated dinner is served.
- 07 **TOASTS (15 MIN)**
Once everyone has made it through the buffet, or after everyone has been served, the best man and maid of honor will give their toasts.
- 08 **DANCES (15 MIN)**
Typically, all the special dances (first dance, father-daughter, mother-son) take place just after dinner. They usually don't last longer than 15 minutes.
- 09 **CAKE CUTTING (5 MIN)**
The married couple then makes their way to cut the cake and desserts are then open to be served!
- 10 **DANCE FLOOR OPENED**
Open the dance floor and take advantage of the time to mingle with guests.
- 11 **SEND OFF**
Usually around 10:45pm. Say your goodbyes and capture your getaway by sparkler-light! It's the perfect candid photo to end the night.

ORDER OF EVENTS



VENUE SERVICES

OVERVIEW

Because we know there is a lot of information to remember over the coming months, we provide an outline of all we do to partner with you. In this partnership, we have clarified below what you can expect from us, and what your involvement entails.

INCLUDED IN YOUR BOOKING:

- THIS event planning resource
- 12 hrs for your event date (to decorate and celebrate)
- 1 hr for clean up
- Tables and chairs for 250 guests (linens not included)
- Set up of tables, chairs, and ceremony site
- Planning paperwork & wedding guide
- Event staff to assist with venue needs during the event
- Access to utilize venue decor
- Exclusive access to 40 acre property and facility

IN THE FOLLOWING PAGES YOU WILL FIND:

- Your responsibility the day of the event
- Floor plan options
- Our Beverage Menu
- Frequently Asked Questions



JENIFER K PHOTOGRAPHY

YOUR DAY-OF CHECKLIST

PREPARATIONS

- ☐ **CAKE CUTTING**
Designate someone (your caterer or a trusted guest) to cut the cake - KE STAFF are not responsible for this
- ☐ **MAKE SURE FLOWER GIRL PETALS ARE REAL**
Fake petals are not permitted.
- ☐ **LINEN RENTAL FEES**
You are responsible for paying for your table linens via invoice
- ☐ **BRING YOUR OWN DRINKING WATER**
We do not offer drinkable water on site, so please make sure that you come prepared with sufficient flats of bottled water to consume, both during the day and throughout the evening.
- ☐ **BRING YOUR OWN DISHWARE**
We do not provide dishware for dessert stations or buffet tables. Please make sure to bring what you need for your event.
- ☐ **ALCOHOL POLICY**
Please make sure to inform your guests that outside alcohol is NOT permitted on the property.

DECORATING

- ☐ **BRING YOUR OWN TEAM OF PEOPLE TO SET UP DECOR**
5-6 people are recommended.
- ☐ **SEATING CHART**
We cannot write your seating chart on customizable chalkboards, so please plan accordingly.
- ☐ **BRING YOUR OWN LED BATTERIES FOR DECOR**

END OF NIGHT

- ☐ **CLEAN UP**
Please make sure that you take home everything that came in with you. Inform staff of any vendor decor items that will be picked up later *before you leave*.



BEVERAGE PACKAGES

INITIAL FEES

Payment Due 2 weeks prior to event

200.00 - Initial Bar Package Fee

Initial deposit for your event, separate from final payment

25.00/hr- Bartender Fee

Per hour, per bartender, 4 hour minimum

No Minimum Consumption Fee

On event day, your bartender will open a tab that includes all previously discussed Pre-Ceremony drinks, your open bar, and/or cash bar choices. All consumed alcohol is to be paid at the end of the night. *There is a 2.5% processing fee for any credit/debit payments.

Estimated Consumption Formula:

All drinking guests (over 21 yrs of age) x 3 drinks per guest x \$5 per drink. Example: 75 drinking guests = \$1125 estimate

PAYMENT

An invoice of Initial Fees will be emailed to you 2.5 weeks out from your event date. Please pay your invoice no later than your 2 week check-in You may:

1. pay by credit/debit through invoice link or
2. mail or bring in check or cash

There is a 3% processing fee for any online credit/debit payments.

BUDGET OPTIONS

Hosted Cocktail Hour

Complimentary beverages during cocktail hour and cash bar the remainder of reception

Targeted Budget

Set a specific dollar amount to spend on alcohol for guests, and convert to cash bar once budget is reached

Beer and Wine Only

Complimentary beer and wine provided to guests, no liquor or liquor available via cash bar
If only domestic beer hosted, premium and craft available via cash bar

Domestic/Standard Only

Complimentary domestic/standard options provided to guests
Premium and craft selections available via cash bar



BEVERAGE MENU

Kennedy Estate

WINE AND BUBBLES

Premium Wine 5.00

Pinot Grigio, Chardonnay,
Moscato, Sauvignon Blanc, Rose,
Pinot Noir, Cabernet Sauvignon,
Merlot

Champagne (Per Bottle) 18.00

Complementary toast (small
bottle, opened and poured
during reception or sealed and
taken home)

Seltzers

Truly 6.00



BEER

Domestic Beer 4.00

Bud light, Coors Light, Miller
Light, Michelob Ultra

5.00

Corona, Leinenkugel
SummerShandy (seasonal)

Craft Beer

Angry Orchard, Blue Moon, 5.00
Yuengling

Bell's Two-hearted, Sun
King: Osiris, Sunlight, Wee
Mac 6.00



LIQUORS

Standard Liquors 5.00

2 Liquor Drinks 7.00

Premium Liquors 6.00

2 Liquor Drinks 8.00



LIQUORS, CONT.

Standard Liquors

New Amsterdam Vodka & Gin, Lunazul Blanco, Don Q Crystal & Coconut, Beams 8 Star, Four Roses Bourbon

Premium Liquors

Camarena, Bacardi, Captain Morgan, Crown, Fireball, Jack Daniels, Tanqueray, Bombay, Tito's, Jim Beam, Jim Beam Vanilla, Jim Beam Apple, Dewars Scotch

Bar mixers included:

Sodas, soda & tonic water, juices, sour mix, etc.

PRE-EVENT OPTIONS

Bottle of Wine 17.00

Bottle of Champagne 18.00

Mimosa Service 35.00

includes 1 bottle of Champagne or Moscato, 1 bottle of Orange Juice

Domestic Beer 45.00

(24ct)

Premium Beer (24ct) 55.00

Craft Beer (24ct) 65.00



OTHER

Non-Alcoholic

Coke, Diet Coke, Sprite, Water

Liquors are not available prior to ceremony, or in the tower at any time.

Special Requests made available upon request at additional charge

Are we required to use your alcohol packages?

You must go through the venue for all alcohol services. Email hello@kennedystate.com if you have further questions after viewing our menu.

Can we use the chalkboards in the Barn?

Yes! However, we require the use of stick chalk; no chalk markers.

Can I have sparklers?

Yes! but only 20-21" long sparklers are permitted for use.

Do you provide candles for decor?

You are required to provide your own LED or battery operated lights and candles inside of venue decor. Any open flame candles must be enclosed by your own votives or vases.

Can I use faux petals for my flower girls?

Faux flower petals are not permitted for exterior use. The flower girl petals must be real.

What do we need to do for clean up at the end of the night?

At the conclusion of the night, please take out all decor and personal belongings. Complete a final walk through of the tower, ensuring to clear out all belongings, throw away trash, and reset the tower to its original state. Our event staff will take care of the rest.

How many people do I need for set up and tear down?

You are responsible for carry in / set up and tear down / removal of all decor and personal items. We recommend a team of 5-6 people.

Do you provide a day-of coordinator?

We do not. We do provide you with every planning tool needed for your wedding day to go off without a hitch!

FREQUENTLY ASKED QUESTIONS

How do you handle setting ceremony site if it rains?

Your ceremony location must be finalized by 2 weeks prior to your wedding and will be set by venue staff. Final decisions based on weather happen 2 hours before ceremony. If moved inside, our staff reserves the right to request aide in moving any arbors or heavy decor indoors.

Will the barn provide someone to oversee setting food?

Your caterer or a designated individual is responsible for all setting of food including but not limited to appetizers, main courses, desserts, and late night snacks.

Can my dog be on site as ring bearer?

Upon venue approval, you may bring your dog on site one hour prior to ceremony. Please ensure transport off the property one hour after.

Is there a train schedule for when the train usually passes through?

Freight trains run based on customer needs and business shipping cycles, making them unpredictable. However, we have had plenty of 3:30pm, 4:30pm, 5:30pm, and 6:30pm ceremonies at the venue that have occurred without a train passing through. Out of hundreds, only a handful of weddings have had this occurrence.

Will you cash my damage deposit check?

In the event that the barn incurs damage from your event, you will be notified of the use of your damage deposit check. Otherwise it will be shredded following your event.

TABLES AVAILABLE

HEAD TABLE OPTIONS

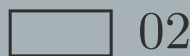


- 2 - SMALL SQ. 2x2 TABLES
- 3 - COCKTAIL TABLES
- 2 - 4 FT ROUNDS
- 32 - 5 FT ROUNDS
 - used for guest tables
- 1 EACH - 4/5 FT LONGS
- 6 - 6 FT LONGS
- 13 - 8 FT LONGS



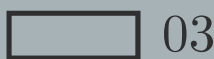
01

4ft round sweetheart: for just the bride and groom



02

4ft, 5ft, or 6ft long sweetheart: for just the bride and groom.



03

Single 8ft long: for Bride, Groom, Bestman, and Maid of Honor.



04

4ft Round w/ 2, 8ft long: 6-10 in wedding party



05

4ft or 6ft long w/ 2, 8 ft long: 6-10 in wedding party



06

3, 8ft long: for 12+ in wedding party

RECOMMENDED VENDORS

- CATERING

- Onsite Catering
- City BBQ
- Nameless Catering
- Rusted Silo
- Dawson's Too
- Indy Fresh

- PHOTOGRAPHY

- Erica Brown Photography
- Evangeline Renee (her husband is also available as a videographer)
- Von Film Co
- Jenifer K Photography
- Jennifer Soots Photography
- Rogue Images
- Vow and Forever
- Blushing Films

- FLORIST

- Molly and Myrtle
- Shana Schutt Florals
- Violets are Blue
- Queen Ann's Lace
- Bella Sorella Floral Design
- Eufloric Events - locally grown!

- DJ/SOUND/EVENT PRODUCTION SERVICES

- Diamond Productions
- DJ Sound Solution
- Indy Audio Solutions
- Indianapolis DJ
- Jared Wade Entertainment
- Encore Entertainment

- CAKES/CUPCAKES/DESSERTS

- Classic Cakes
- Flying Cupcakes
- Nicey Treats



STONEKING PHOTOGRAPHY



STONEKING PHOTOGRAPHY

RECOMMENDED BOUTIQUES

David's Bridal

- **Price Range:** \$500-\$1,800
- **Address:** 1238 US Hwy 31 N, Greenwood, IN, 46142
- **Phone:** (317) 887-6800
- **About:** A very wide selection of classic and unique dresses ranging from \$550-\$1,800 (they have a select few under \$500). This is a GREAT place to find an affordable dress that meets and exceeds your expectations. If nothing else, this is a great place to begin your search of all the different styled fits very reasonably within your budget. They also have a wide assortment of bridesmaids, mother of the bride, and flower girl dresses!

Luxe Redux Bridal

- **Price Range:** \$600-\$7,500
- **Address:** 1101 E 54th Street Indianapolis, IN 46220
- **Phone:** (317) 384-1034
- **About:** This boutique offers luxury designer gowns for less! They sell using an "off the rack" method to make them more affordable. So, if you're looking for a boutique with an incredibly wide selection of affordable and luxury, unique gowns, this is the place for you! They also offer At-Home-Try-On in 3 forms
 - Luxe in a Box: 3 gowns for \$99
 - Accessory Luxe in a Box: Try on for \$15
 - Try on any dress for \$50
- Something else we love about this boutique is that it's woman-owned!

Marie Gabriel Couture

- **Price Range:** \$1,300-\$10,000
- **Address:** 5252 East 82nd Street Indianapolis, IN, 46250
- **Phone:** (317) 849-3333
- **About:** Marie Gabriel Couture was founded by a mother-daughter duo who wanted to create a space that brought the newest and freshest bridal styles to Indiana. Because of that, they offer some of the largest variety & best selections of wedding dresses that you'll find in Indiana! With about 25 different designer collections and around 700 unique wedding dress styles - you are sure to find the perfect wedding dress!
- There are a couple collections under \$3,000 but the majority of gowns are upwards of \$3,000.

THE FIT

At Kennedy Estate, we see hundreds of gorgeous wedding dresses come through our doors. Most often the longest dreamt of element in regards to the wedding day, this purchase is a big deal!

To your right are the four most common wedding dress silhouettes with descriptions of how they fit.

Two things to remember as you make your choice:

1. Understanding what silhouette is best suited for you and your style is helpful as you begin shopping.
2. Ultimately you should choose the dress that makes you feel the most confident and beautiful.

As you research and determine your vision going into your dress appointments, don't be afraid to try a little bit of everything! You may be surprised with the dress that claims your 'yes.'

Mermaid

- Fitted until below the hips and begins to flare out mid-thigh or at knee
- Perfect to emphasize an hourglass shape



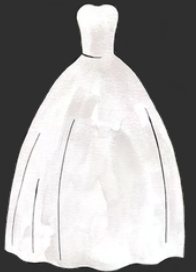
A-line

- Fitted bodice accentuates a small waist
- Skirt subtly flares out right at waist in a soft a-formation



Ball Gown

- Fitted bodice accentuates a small waist
- Skirt is a full bell-shape
- Perfect for a princess feel



Sheath

- Perfectly flows with your natural body shape
- Sleek, modern, and elegant



DECOR INSPIRATION

The final page of this planning resource provides categories to consider in decorating for your event. Find inspiration on our social media and website galleries!

TABLE CENTERPIECES

The fundamental elements:

- Florals (gathered in a cylinder vase, ball jar, wine bottle, or wooden box)
- A grounding base (our center cut tree slices, lace material, or greenery)
- Lighting (votives, lanterns, floating tea lights, candle light enclosed in your own vase)
- Table Number (essential for seating chart/releasing tables for dinner)

Optional Additions:

Napkin linens, Party Favors, Formal Dishware

(Lightweight items like faux flower petals or cardstock easily blow off the tables when doors are open.)

WELCOME TABLES

As the first place your guests will enter, consider ways of displaying pictures, your guest book, important information (like seating arrangements), party favors, and gifts/cards.

SEATING CHART

Whether you choose to get a large print of seating arrangements, print out 5x7 cardstock sheets with the table number and guests' names for our built in chalkboards with twine, or have your own unique ideas - consider looking at how our available decor could help display or highlight this important information!

DESSERT STATION

We have an assortment of various options to display your dessert, depending on what you choose to serve. Our white ladder, white cart, copper cupcake stands, wooden crates, and various platters all provide excellent displays. Just make sure to bring your own dishware!

CEREMONY SITE

Understandably the most memorable part of your day, here are a few great ideas to consider in setting the tone:

- Use our shepherd hooks to hang flowers or lanterns down the aisle
- Consider our assortment of various arbors to serve as your backdrop - perfect for elaborate or simple floral arrangements
- Use a barrel or 2x2 table to hold your unity items during the ceremony