

# MIDSUMMER

FLORAL DESIGN

SERVICES &  
PRICING GUIDE



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# HEY THERE!

LET'S BRING YOUR FLORAL DREAMS TO LIFE!

I'm so happy that you found us and are considering Midsummer to bring your floral vision for your big day to life!

I know that planning for wedding florals can seem confusing so I've created this guide to shed light on exactly what the process is like and how pricing works.

We love working with couples that love our designs, align with our style

and trust us to give them exceptional florals for their big day. After reading this guide if you feel that we are the right fit for your big day we would love to work with you!

CAN'T WAIT TO DREAM UP  
FLORALS WITH YOU!

*Rachael*



## MEET RACHAEL

OWNER & FLORAL DESIGNER

Born and raised in the NKY|Cincy area, I started dabbling in florals for my own wedding all the way back in 2013. While I spent the beginning of my career as a community home economics educator (Yes, I was the local Martha ;) ) I continued my floral passion on the side freelancing with other local florists finding my love for large designs.

Fast forward to 2021 when I began to pursue florals full time and by late 2022 my dream of Midsummer Floral Design finally came to life.

My absolute favorite thing to create are those immersive wow moments. Maybe it's a lush arbor, over-the-top centerpieces, or a dance floor to remember. If you're looking to create some magical moments, I'm your girl!



# GET TO KNOW ME

## FAVORITE SEASON

I LOVE spring! When the weather finally warms and everything starts turning green,, Simply the best!

## FAVORITE THINGS TO CREATE

I love large designs and really challenging myself with out-of-the-box ideas. I love creating things that are truly unique or create an element of magic.

## A FEW OF YOUR FAVORITE THINGS

Quiet slow mornings, my cat, having the space to be creative, and being surrounded by my favorite people.

## DREAM VACATION

France! I would absolutely love to travel all over the french countryside, checking out all the vintage markets. I'd have to figure out the shipping container I would need to bring everything back though.. LMAO!

## FAVORITE FLOWER

Oh, this changes too much. Roses are always a classic, but sometimes I love a good ranunculus, cosmo, peony, orchid, or new seasonal beauty.

## DAILY NECESSITY THATS REALLY NOT

An iced blonde latte.



# OUR STYLE

## THINGS YOU SHOULD KNOW

Alongside our expert floral knowledge and an exceptional eye for design, we specialize in floral arrangements that have an organic, romantic feel with a touch of whimsy.

We approach every event like a styled shoot choosing curated designs for each couple. Often we are discussing designs and sketches that are custom to the venue or the couple's preferences.

If you're a couple that's laid back, love our work, and are open to a variety of florals we would love to work with you!


### We like...

- Garden-style bouquets
- Lush timeless ceremony backdrops that incorporate floral groupings and seasonal touches.
- Ground Gardens
- Vining Greenery
- Cascading Elements
- Reflexed Roses

### Not our Style

- Tight round bouquets
- Eucalyptus table garland





*Flowers* have a way  
of bringing  
people *together*

-Clare Ansberry

# PRICING & INVESTMENT

This is just a guide (not set packages). Each quote will be tailored to your exact needs. This guide is based on a combination of florals and greenery. An all-floral event would be priced higher.

## BASE

\$3,000-5,000

What this could look like:

- Wedding Party Florals
- Simple ceremony backdrop in our signature style
- Petite Centerpieces for up to 150 guests
- Bridal table arrangement + candles
- Delivery, setup, next day pack down



## SIGNATURE

\$5,000-8,000

*Most Midsummer Couples fall within this tier*

What this could look like:

- Wedding Party Florals
- A Statement Ceremony Backdrop
- Ceremony Asile Entry Markers
- A mixture of petite and medium centerpieces (10-15)
- Candles for select guest tables
- Bridal Party Arrangements + candles
- Delivery, setup, next day pack down



# PRICING & INVESTMENT

## LUSH

\$8,000-12,000

What this could look like:

- Wedding party florals
- Statement ceremony backdrop
- A variety of petite, medium, and large lush centerpieces
- Candles for guest tables
- Lush bridal table arrangements + candles
- An installation: Floral chandelier, fireplace, bar
- Delivery, setup, same-day pack down



## THE FLORAL DREAM

\$12,000-20,000+

This would include everything already listed and more.

Think of being surrounded by an abundance of florals. We would create the most romantic evening with you and your guests immersed in florals and candlelight put together by a team of professionals.

# EXAMPLE PRICING

Bridal Bouquet	..... \$195 - 300+
Bridesmaid Bouquet	..... \$95 - 150
Boutonnière	..... \$18 - 35
Corsages	..... \$35 - 65
Ceremony Altar Florals	..... \$750 - 3500+
Floral Asile	..... \$1,500-5000+
Petite Centerpieces	..... \$45 - 95
Medium Centerpiece	..... \$175 - 300+
Large Lush Centerpiece	..... \$250 - 500+
Hanging Installations	.....\$1200+

ALL PRICING IS SUBJECT TO ADDITIONAL LABOR, DELIVERY,  
AND KY STATE SALES TAX.



# OUR PROCESS

01

## INQUIRE

Fill out our form on our site and we'll get back to you within 48 hours with our availability and a link to schedule an initial consultation via video conference.

03

## FINALIZE THE VISION

4-6 Months prior to your event we will put your entire concept together discussing all the fine details like vase and candle selection. An additional 30% is due after these details are finalized.

05

## THE BIG DAY

Your day is here, sit back and relax as our team takes care of everything from bouquet handoff to set up, and vase pick up either that evening or the next day.

02

## SECURING YOUR DATE

After our call, we'll send you a beautiful proposal including pricing and options based on what we chatted about. To make it official simply sign our digital contract, and make your initial 30% deposit.

04

## FINAL DETAILS

5-6 weeks before your event we'll set a time to chat day of logistics and finalize any remaining details. All final numbers and final payments will be due at this time.

# THE BIG DAY

The big day is here, and believe me, we are just excited as you are. While you are basking in that pre-wedding glow we're carefully packing everything up and heading to where you're enjoying your wedding prep. We will bring you your bouquet showing you exactly how to hold it before we wish you the best of luck and head over to your venue to set everything up.

At the venue, we begin to unload and set up the pieces we've been dreaming about for months. Centerpieces are set and our larger creations like that abundant arbor are done completely on site.

We work with your venue and coordinators to ensure everything is set up creating the ambiance for the evening before your guests arrive.

Depending on your needs we will come that evening or the following day to collect any vases and break down any additional pieces.

# LOVE NOTES

WHAT OUR COUPLES ARE SAYING



RACHAEL REALLY KNOWS WHAT SHE'S DOING WHEN IT COMES TO FLOWERS! I HAD NO SPECIFIC VISION IN MIND AND ALTHOUGH MY WEDDING WAS IN THE FALL, WITH IT BEING IN DECEMBER I WANTED MORE OF A WINTER THEME. ALL IT TOOK WAS ME TELLING RACHAEL WHAT FLOWERS I WAS HOPING TO INCORPORATE INTO MY BOUQUETS AND RACHAEL DID THE REST! THE BOUQUETS AND ALL OF THE OTHER FLORAL DECOR TURNED OUT BETTER THAN ANYTHING I COULD HAVE HOPED FOR.

SHE MADE SURE I DIDN'T FORGET ANYTHING AND IT ALL TURNED OUT SO BEAUTIFUL, I WAS SERIOUSLY AMAZED AT WHAT SHE WAS ABLE TO DO. I WILL ALWAYS RECOMMEND HER FOR FLORAL NEEDS!

- STEPHANIE + TODD



RACHAEL AT MIDSUMMER WAS SO GREAT AND EASY TO WORK WITH. MY WEDDING FLORALS WERE BASED OFF A FEW PHOTOS FROM PINTEREST, AND SHE WAS ABLE TO GIVE ARTISTIC & PROFESSIONAL INSIGHT FOR EACH PART. FROM OUR STUNNING ARBOR, FLOOR PIECES, BOUQUETS, AND TABLE WORK, IT REALLY MADE OUR WINTER SKI LODGE WEDDING COME TO LIFE.

(P.S. WE RECEIVED SO MANY COMPLIMENTS ON THE CEREMONY ARBOR AFTER THE FACT- IT REALLY MADE THE SPACE!!)

- ALEXANDRA+ TAYLOR



# FAQ'S

## EVERYTHING YOU WANT TO KNOW

01

HOW EARLY SHOULD I REACH OUT TO SAVE OUR DATE FOR WEDDING FLORALS?

The sooner the better! To maintain a bespoke experience we only take 1-2 weddings each weekend and will book up early on popular dates. We are currently booking through the end of 2025!

02

CAN YOU WORK DIRECTLY WITH MY PLANNER/COORDINATOR?

Absolutely! We love working with planners whether it be from the beginning of the process, or a day of coordinator closer to your wedding day to work out day of logistics for delivery and set up. We want to make the process as easy on you as possible.

03

CAN WE MAKE CHANGES AFTER WE BOOK?

Yes! We understand that things (and numbers!) change. Even after you book with us we do our best to accommodate minor changes such as changing the number of centerpieces or adding on pieces. Our only stipulation is that your total cannot be reduced by more than 10% after booking.

04

DO YOU PROVIDE ANYTHING BESIDES FLOWERS?

Yes, we do! We supply a variety of hard goods and our couples can take advantage of our inventory including; ceramics, bowls, candle holders, glass candle sleeves, vases, arbors, urns, and we are constantly adding pieces, so if you have something in mind just ask!

# SEASONALITY & AVAILABILITY

We can never 100% guarantee that specific varieties of flowers will be available for your wedding day. Even if they are in season, there is always the chance that a variety can be impacted by the weather, pests and freight. Imported flowers can be affected by global issues, holidays and held up in shipment. To avoid disappointment we encourage our couples to keep an open mind, aiming for a colour palette and 'look and feel' for the day, rather than specific flower varieties. We will always do whatever it takes to go above and beyond for our weddings, but flower substitution is a common practice in the wedding and events industry.





# LET'S DREAM UP FLORALS TOGETHER

We can't wait to connect and talk flowers with you. Contact us via our website, or have your planner reach out directly at [midsummerfd@gmail.com](mailto:midsummerfd@gmail.com)