



Spirit Unlimited Professional DJ Entertainment Wedding Planning Newsletter #1

Making Financial Decisions

Average Wedding Budget...

The biggest challenge for today's bride usually comes down to a single word:

Money

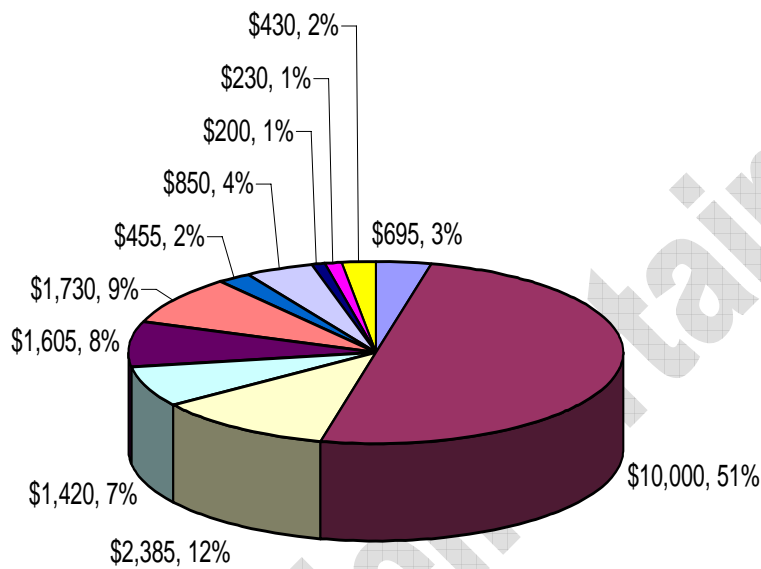
According to the Today Show & MSNBC, the average American wedding costs \$20,000 to turn a dream day into reality. It's not as bad as it looks though, because this figure includes just about everything. In fact, knowing where your money is going from the start might be your best bet for strategic -- and successful -- budgeting. Take a look:

- Ceremony 3% - \$695 (location fee, officiate, special touches)
- Reception 50% - \$10,000 (location, rentals, food and beverage, cakes)
- Attire 12% - \$2,385 (gown, formalwear, accessories, alterations, makeup)
- Flowers/Decorations 7% - \$1,420 (bouquets, boutonnieres, ceremony and reception decorations)
- Music 8% - \$1,605 (ceremony, cocktail hour and reception entertainment)
- Photography/Videography 9% - \$1,730 (coverage of entire celebration)
- Stationery 2% - \$455 (invitations, response cards, announcements, postage, personal stationery, wedding programs)
 - Rings 4% - \$850
 - Hotel and Transportation 2% - \$430
 - Gifts 2% (attendants, guest favors) - \$430

In 2006, *TheWeddingReport.com* completed a study (commissioned by The Perfect Wedding Guide) of the Twin Cities wedding market. They found that in 2005 the average cost of a wedding in the Twin Cities area was **\$34,110. With those figures, the above totals are obviously each increased.**

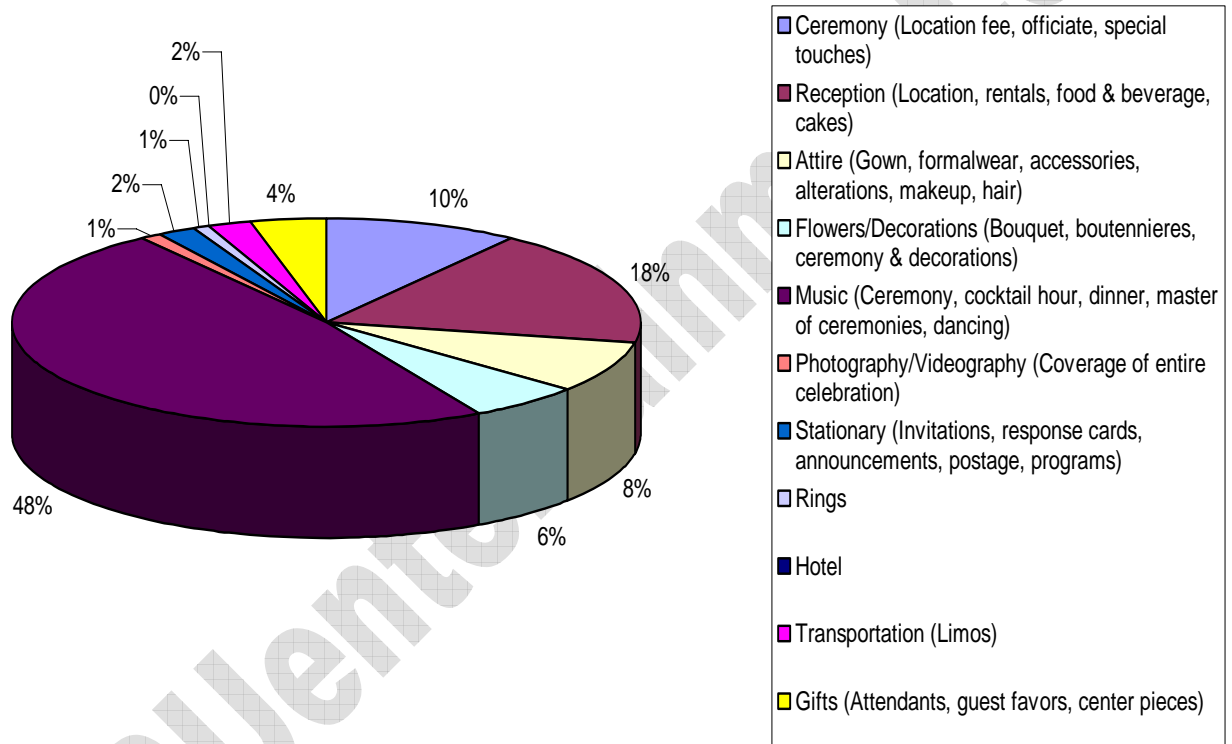
Here is Another Perspective on Expenses vs. Importance

As you can see the largest portion of you wedding expense is the reception.
The second largest expense is the attire.



- Ceremony (Location fee, officiate, special touches)
- Reception (Location, rentals, food & beverage, cakes)
- Attire (Gown, formalwear, accessories, alterations, makeup, hair)
- Flowers/Decorations (Bouquet, boutennieres, ceremony & decorations)
- Music (Ceremony, cocktail hour, dinner, master of ceremonies, dancing)
- Photography/Videography (Coverage of entire celebration)
- Stationary (Invitations, response cards, announcements, postage, programs)
- Rings
- Hotel
- Transportation (Limos)
- Gifts (Attendants, guest favors, center pieces)

Here is another view of the things remembered by your guests after the entire Wedding Event.



In this case you can see the largest portion of things remembered is the Music & Announcements.

The second thing remembered most is the Reception in general & then the Ceremony.

Very useful statistics when you plan ahead for your special day.

This guide is provided by Spirit Unlimited Professional DJ Entertainment to assist new couples as they navigate their way through the year leading up to their wedding day. Included are only suggestions and ultimate decisions need to be made by the couple. Spirit Unlimited Professional DJ Entertainment is not responsible for negative outcomes as a result of following guidelines.



Projecting a Budget

Creating a realistic wedding budget is an important tool to fulfilling your wedding vision...Knowing in advance what you can spend for each vendor will give you a chance to simplify your search...We've provided a budgeting worksheet for you to utilize...

Tip: Open a Visa or MasterCard account that gives frequent flyer miles to charge your purchases. Not only do you get free airline tickets, but also by using a credit card you have a built-in insurance policy in the unlikely event you are not satisfied with any of your vendors' products or services.

Categories to consider

- Reception site _____
- Rentals _____
- Food _____
- Drink _____
- Cake _____
- Bride's Gown _____
- Groom's Attire _____
- Flowers _____
- Decorations _____
- Photo _____
- Video _____
- Music _____
- Entertainment _____
- Invitations _____
- Stationery _____
- Ceremony Site _____
- Officiant _____
- Wedding Rings _____
- Attendants Gifts _____
- Transportation _____
- Parking _____
- Rehearsal Dinner _____
- Extras _____
- Overtime _____
- Tips _____

Total = \$ _____

This guide is provided by Spirit Unlimited Professional DJ Entertainment to assist new couples as they navigate their way through the year leading up to their wedding day. Included are only suggestions and ultimate decisions need to be made by the couple. Spirit Unlimited Professional DJ Entertainment is not responsible for negative outcomes as a result of following guidelines.