

# UPSTATE INDIE WEDDINGS



*membership info*

WWW.UPSTATEINDIEWEDDINGS.COM | @UPSTATEINDIEWEDDINGS

# A WORD FROM THE CEO | CPP

CHIEF EXECUTIVE OFFER | CHIEF PARTY PLANNER

Hey Friendly Friend!

I'm Heather, the lady in charge at Upstate Indie Weddings. I wanted to take a moment to introduce myself. I'm a mama of two little human boys and one insane pup, a marketing nerd, a wannabe gardening guru, a spreadsheet queen, and a bourbon lover.

I spent 15 years in marketing, buying, planning and business development for both e-commerce and brick and mortar retailers everywhere from Columbus, OH to NYC and right here in my hometown of Buffalo, NY. Exhausted with the corporate life, I started my own business, Babybird, back in 2018 and within a few years expanded into the wedding space. I knew that the best way to get traction was through networking and referrals, so I took the little marketing budget that I had and I joined Upstate Indie Weddings as a member. Not only did I love the visibility I now had to my target clients, but I fell in love with the community. Everyone was welcoming and helpful and it was truly a support network.

Fast forward to 2023 and I am so grateful to have the opportunity to carry Upstate Indie Weddings into the next chapter as its new owner.

The following pages outline everything that we offer in our membership program. As a small business, time and money are your most valuable resource, so we want to make sure that we are as transparent as possible as you decide on your commitment to our community. After all, that is what membership is, an investment we make in each other and your businesses ....and have fun and dance along the way!

Can't wait to learn more about you and your business!



*Heather Thurman*

**HEATHER THURMAN**  
CEO | CPP

# about upstate indie weddings



Upstate Indie Weddings was founded over a decade ago by two local, boutique wedding professionals who were struggling to find “their couples.” The wedding show scene at the time felt cold and impersonal and they were looking for something intimate where they could truly connect with their prospective clients. So, they did what any entrepreneur would do...they filled the void themselves.

Upstate Indie Weddings has transformed significantly over the last decade from its original “Boutique Bridal Party” to the powerhouse community of wedding creatives it is today. Throughout the changes, however, our mission has remained the same:

1. Create opportunities to connect creative, boutique, local wedding businesses with their target couples across multiple platforms.
2. Provide a networking community for like-minded wedding businesses where we can share ideas, collaborate and grow with each other.

We can't wait to learn more about you and your business!

## INDIE:

'in-dē:

any business or entrepreneur that is specialized, local and innovative that bridges old-fashioned traditions with forward-thinking inspiration. ie: a small business owner that invests their time in each client; a maker who showcases their engaging and creative process as it unfolds; someone who is a forward thinker in their field - be it handmade novelty goods or necessary wedding services.

# what does membership look like?

90%

of couples start their planning process online

email campaigns

80%

of our show attendees have said they met their vendor soul mate at our wedding shows

wedding shows

website placement

networking

73%

of couples use a wedding planning website for inspiration and vendor information

styled shoots

social media

75%

of our followers use our feeds for inspiration and vendor info

77%

of couples follow prospective vendors on social media

# let's talk...the website

Our website is our home base. It's our core and resource center for both our couples and our members.

The first stop on the membership train is your directory listing. We carefully create your directory listing so that both couples and your fellow members can learn about you, your business and your unique selling proposition. Additional placements such as homepage and category banners, spotlight blog posts and trend blog inclusions are also available both as part of membership packages or individual add ons to maximize your exposure.



## Meet the Upstate Indie Wedding Crew

Looking for your new wedding vendor soulmate? Our directory is a list of the BEST of the BEST in the area. From florists to venues, DJ's to photographers, we have vetted these wedding pros and you will not find a more creative, talented, passionate crew to make your wedding day dreams come to life.



Apparel + Accessories



Beauty + Health Services



Decor + Rentals



DJs + Music



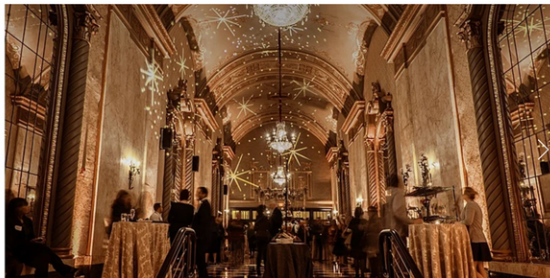
Florists



Honeymoon + Travel

## The Show at Shea's Seneca

Buffalo's Iconic Wedding Venue & Event Space



### What We Offer:

Get ready to set the vibe, whether it's *laid-back* or *black-tie*. The vintage era of the historic Jazz Age venue provides a timeless backdrop where you can let your creativity run wild. You have the opportunity to craft a unique and unforgettable wedding that perfectly matches your personal style.

The Show is a non-traditional wedding venue that combines historic and contemporary spaces within a landmark building. The result is a stunning and versatile space that will leave a lasting impression.

Capacity:  
Sit Down Event: 250 | Cocktail Reception: 500

Contact  
Lisa Vitello

### Learn More

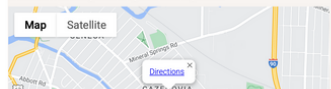
[Website >](#)

### The Socials

[Instagram >](#) [Facebook >](#)

### Property Location

2188 Seneca St, Buffalo, NY 14210, USA



### Wanna Chat with this Wedding Pro?

First name \*

Last name \*

Email \*

Phone Number

Which vendor would you like to chat with? \*

Any specific questions?

Estimated Wedding Date

Estimated Guest Count

Estimated Budget

Let's Chat!

## Spotlight Blog Post

### Doing Things Different at New Ivory Bridal

Updated: Sep 29

Meet Kristin and Amanda, co-founders of New Ivory Bridal, a brand new bridal salon providing a luxurious, personalized shopping experience for the mid to plus sized bride.



### Solving A Problem in the Market

When asked why she wanted to start a bridal salon after two decades of hair artistry, Kristin says "five years ago I was looking for my dream wedding dress and it left a lot to be desired. I had very few choices and nothing was even in the style I was interested in. Since then my dream of bringing and amazing experience and an amazing selection to today's mid to plus size brides. Every one deserves to feel beautiful and confident on the day they will remember forever."

"I believe our mission alone is bringing a fresh perspective to the bridal industry. The fact that we feature exclusively plus-size models is something this industry rarely sees. We believe every BODY should look in the mirror and feel nothing but confident. Sadly brides are very behind and were here to catch it up. Our boutique is modern with bold strong colors like our brides are sure to be. And if for some reason they are not, our goal is for them to leave feeling that way."



### Creating a Luxurious, Personalized Experience

New Ivory Bridal provides each client with a private room for themselves and their guests. We ensure every client experience feels intimate and comfortable. At this gorgeous new location, expert bridal stylists will work with you to curate your dream bridal style. They help you choose from high quality gowns made from skilled designers that are sure to make you feel beautiful and confident. They offer personalized and attentive customer service.

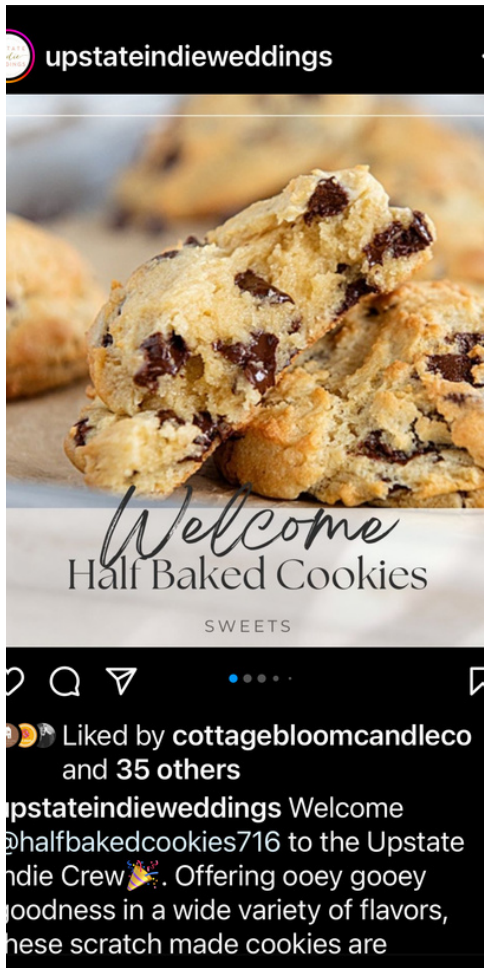
## The Directory + Vendor Listing Page

# let's talk...social media

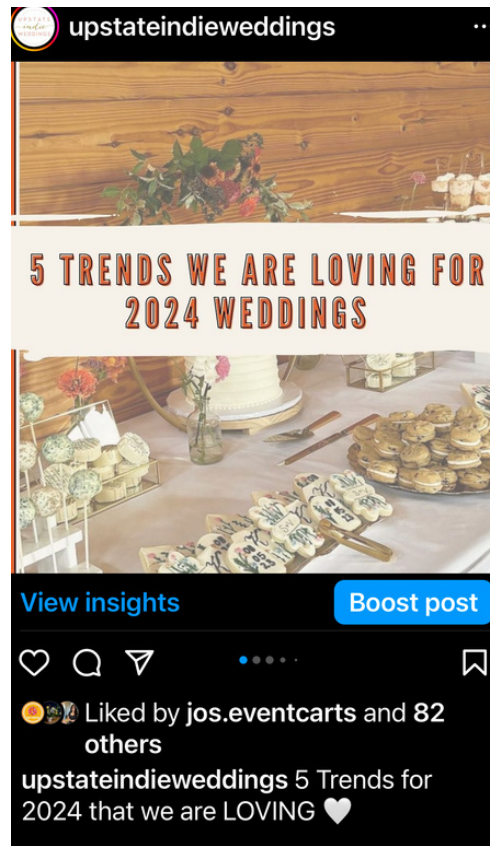
 instagram followers: 8400+  Facebook followers: 7600+

We know that wedding planning starts on social media. Once that ring goes on (and often times well before!), the research phase of wedding planning begins. Couples are turning to social media, especially Instagram, to not only get inspired, but also to find the exact wedding vendors who can turn those inspo pics into reality.

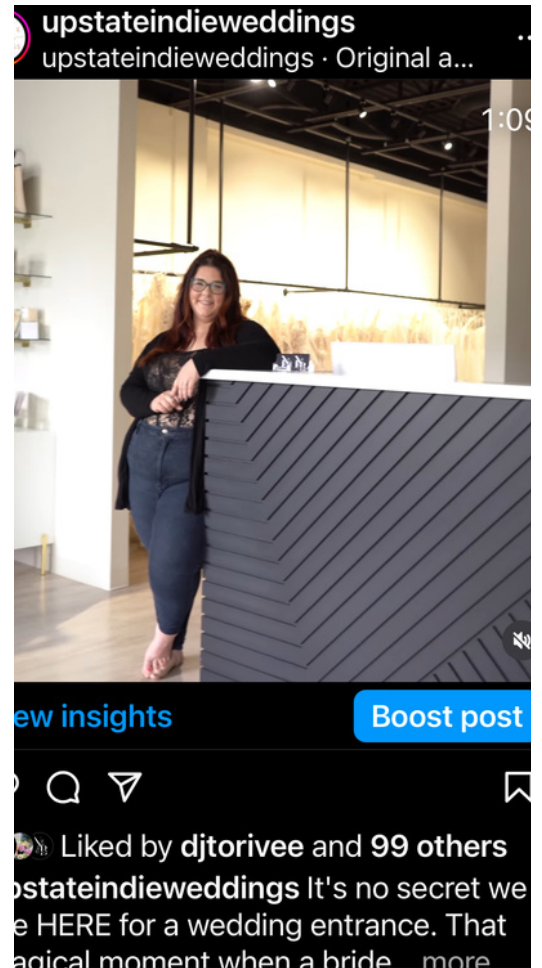
We rotate between reels, single image and carousel posts to fill our feed with a mix of wedding inspiration and trends, vendor spotlights and reviews leading couples right to your instagram and your leads list. We also reshare member content on a daily basis to keep it fresh and in front of your potential clients.



Introduction Post



Trend Post



Spotlight Post

# let's talk...email

We all know how important those email lists are! Our robust email subscriber list speaks to couples at all phases of wedding planning and provides tips, inspo, trends and most importantly....YOU!

Our email program starts with our monthly introduction email where we acquaint our email subscribers with your business and link them back to your directory listing and your contact info. We also rotate between vendor spotlight emails where we highlight businesses more in depth, trend emails that points to our members who specializes in that trend, or advice style emails where we ask YOU-the experts-to give our couples some valuable insights into the planning process.

## Member Introductions

### UPSTATE INDIE WEDDINGS

#### JUNE ROLLCALL!

#### SAY HELLO TO SOME OF THE INCREDIBLE MEMBERS OF THE UPSTATE INDIE CREW!

We are always on the lookout for local, boutique wedding pros to add to the mix. We want to provide you with a killer top notch directory that offers a little something for everyone, while ensuring that everyone meets our high standards so you get the best wedding planning experience possible! You have enough on your plate-so we make it easy peasy to find the best of the best.

**BIRCHTRE**



## Vendor Spotlight

### UPSTATE INDIE WEDDINGS



#### Grand Opening Celebration

Photography by  
Alexandra

Saturday, May 27th  
10am-8pm  
1555 Hertel Ave  
North Buffalo

### Come celebrate with us.

One of our newest members of the Upstate Indie Weddings crew is about to open her brand new photography studio and we couldn't be more excited for her! Stop by and meet Alexandra, preview the studio and check out her full portfolio of engagement, wedding and boudoir photography.

Saturday, May 27th

# lets talk... wedding shows

The Main Event! The Deal Sealer! The Physical Manifestation of all that online buzz where your target couples meet you IRL! We know that wedding events are a big commitment of your time and money...We also know that shows are THE best way to get exposure and convert a lead into a client..so we pack them with lots of value AND we make them SO MUCH FUN!



## The Spring | Fall Wedding Show

- approx 40 vendors participate across multiple categories
- guest count averages 300 per show
- held at larger venues
- Features:
  - The Fashion Show: showcasing the best fashion and beauty trends
  - The Marketplace: a curated shopping experience of wedding apparel, jewelry and gifts
  - Cash Bar + Passed Apps
  - Giveaways from each participating vendor
  - Collab Booths: Find a friendor and share the booth (and fee!) to make the best presentation ever!

## The Wedding Experience

- approx 20 vendors participate across themed categories
- guest count averages 100 per show
- held at more intimate venues
- Interactive guest experiences offer an opportunity for personal connection with leads
- cocktail party vibe
- Features:
  - Two complimentary drinks per guest
  - Cocktail Party Vibes to meet and mingle

## How Are These Events Marketed?

- organic social media
- paid social media
- email campaigns
- website listings
- print media
- Google Ads
- Buffalo Rising Media Buy
- Step Out Buffalo Media Buy
- influencer partnerships
- local podcast sponsorships
- grassroots marketing



# lets talk... wedding shows



## What's Included in the Booth Fee:

- Est 10x10' Space for The Spring | Fall Wedding Show
- Est 6x6' Space for The Wedding Experience
- table + linens provided
- wifi connectivity
- electricity provided upon request
- shoutouts in UIW swag bag promotion
- marketing exposure via website, email and social media outlets prior to event
- full leads list
- professional images taken by event photographer

### The Spring | Fall Wedding Show Booth Pricing

standard booth fee: \$700  
tier one member discount: \$75  
tier two member discount: \$100  
tier three member discount: \$125

\*\*early registration discount \$50

### The Wedding Experience Booth Pricing

standard booth fee: \$500  
tier one member discount: \$75  
tier two member discount: \$100  
tier three member discount: \$125

\*\*early registration discount \$50

\*\*Early registration is considered 60 days prior to event

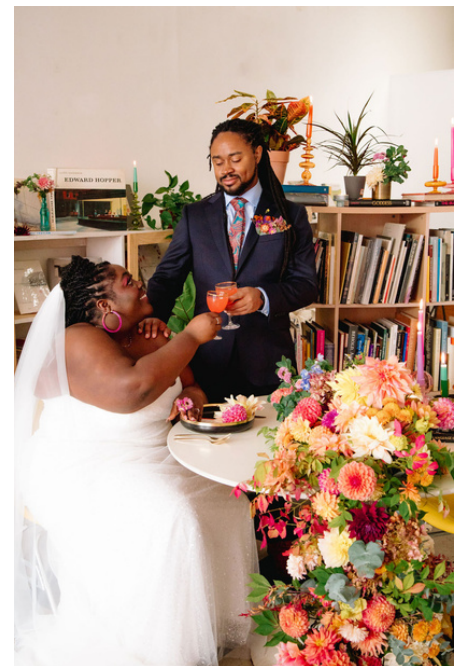
Booth spaces are reserved on a first come, first serve basis. Members get early access to apply for all shows before released to non members. UIW limits the number of vendors per category to provide a well balanced assortment to our couples and give all vendors an equal chance to attract customers.

# let's talk...styled shoots

We LOVE a styled shoot for SO many reasons. But first, what is it? A Styled Shoot or Indie Shoot Outs as we like to call them (catchy, right?) is when we get together as a creative collaborative group and each contribute our particular skills, whether it be planning, photography, decor, florals, etc. to stage and photograph a wedding scene for content purposes.

## Why do we include this as perk of our membership?

- Couples need content to see your body of work and that content needs to be staged and shot professionally to inspire your potential clients.
- Collaborating within the community allows you to benefit from the skilled vendors right within our network to create the best content possible
- Images are expensive to produce independently. After you plan and stage the whole scene and hire a photographer, you are talking big bucks for just a handful of photos.
- Styled Shoots allow to you to demonstrate your creative range and step outside the traditional to inspire your clients
- One requirement of participating is that all photos must be properly credited to each participating vendor. This means that you are not only showing your work to your own followers, but the followers of each and every vendor who participated thereby expanding your reach.
- The best part? NETWORKING! These are fantastic opportunities to get to know other members on a personal basis and expand your referral network.



# let's talk...networking

Fundamentally, we are a community. We are a community of like minded wedding professionals who regardless of business type, share the same beliefs, goals and values. We all have skin in the game. We all cheer each other on and we truly believe in community over competition. This community is the center of all that we do.

## Why Is Community Important?

- **REFFERALS REFFERALS REFERRALS:** Referrals drive revenue. Period.
- **Reputation Building:** In an industry that is primarily referral based, having a rolodex of trusted partners across business category who you feel comfortable to refer your clients to and who will also refer clients to you improves the reputation of your brand.
- **Ideation:** By working in a collaborative community, you have a built in focus group to filter through new ideas and generate new strategies for your business
- **Personal Development:** As cheesy as it sounds, we have so much FUN together. Whether it is meeting at our networking dates, partnering on projects or hanging out at our events and styled shoots-the relationships that you build within the community are invaluable!



## What's Available?

**Networking Events:** We host 8 networking events annually with a mix of panel discussions, guest speaker series, and some are just fun hang outs!

**Member Forum:** A private page for our members only. Central place to ask advice, look for resources, recommendations, etc. COMING SPRING 2024

**Speaking of Referrals....** If you refer a small business to UIW and they become a member, you receive a referral credit of \$50 that can be applied to your annual membership fee or an event booth fee.

# levels of commitment

Whether you are ready to commit all the way, or just test the waters, we have several levels that are meant to accommodate all comfort levels and stages of your business.

## *tier 1*

perfect for a new business or side hustle that wants more exposure

## *tier 2*

you are ready to take it to the next level with more consistent engagement in our community and more marketing exposure

## *tier 3*

ideal for those who are all in and ready to take their business to the next level with a 360' plan to get your self immersed in the community and in front of our couples

## *marketplace*

you are a maker who is looking for more visibility to the wedding side of your business

# Tier One: \$375

annual membership fee

perfect for a new business or side hustle that wants more exposure and includes:

website

directory listing within category

social media

introduction post in feed  
spotlight post 4x per year  
unlimited share vendor post on UIW stories

email

introduction in monthly vendor welcome  
inclusion in trend email 2x per year

wedding shows

early access to show applications  
priority category approval  
\$75 discount per show

styled shoots

access to Indie Shoot Out Styled Shoots  
Discounted rate of \$50 fee per shoot

networking

access to member only portal  
access to all community networking events

# *tier two: \$550*

annual membership fee

ideal if you are ready to take it to the next level with more consistent engagement in our community and more marketing exposure and includes:

## website

directory listing within category  
feature vendor on category page (3mo)  
feature on blog posts 4x per year

## social media

introduction post in feed  
spotlight post 8x per year  
unlimited share vendor post on UIW stories

## email

introduction in monthly vendor welcome  
inclusion in trend email 4x per year

## wedding shows

early access to show applications  
priority category approval  
\$100 discount per show

## styled shoots

complimentary access to all styled shoots

## networking

access to member only portal  
access to all community networking events

# Tier Three: \$800 annual membership fee

a match for those who are all in and ready to take their business to the next level with a 360' plan to get your self immersed in the community and in front of our couples:

## website

- directory listing within category
- feature on blog posts 6x per year
- featured vendor on category page (6 mo)
- featured vendor on homepage (3 mo)

## social media

- introduction post in feed
- spotlight post 12x per year
- unlimited share vendor post on UIW stories

## email

- introduction in monthly vendor welcome
- inclusion in trend email 6x per year
- vendor spotlight email 2x per year

## wedding shows

- early access to show applications
- priority category approval
- \$125 discount per show
- spotlight paid ad days prior to event
- complimentary inclusion of marketing in swag bag

## styled shoots

- complimentary access to all styled shoots

## content

- complimentary professional marketing video

## networking

- access to member only portal
- access to all community networking events

# lets compare

BENEFITS	TIER ONE \$375	TIER TWO \$550	TIER THREE \$800
Website			
directory listing	included	included	included
featured vendor on category page	**	included (3mo)	included (6mo)
featured vendor on homepage	**	**	included (3mo)
featured vendor on blog post	**	4x a year	6x a year
Social Media			
introduction post in feed	included	included	included
spotlight post	4x a year	8x a year	12x a year
shared vendor posts on UIW stories	unlimited	unlimited	unlimited
Email			
inclusion in monthly welcome vendor email	included	included	included
inclusion in trend email	2x a year	4x a year	6x a year
dedicated vendor spotlight email	**	**	2x a year
Wedding Shows			
early access to show registration	included	included	included
priority category approval	included	included	included
discount on booth fees	\$75 per show	\$100 per show	\$125 per show
spotlight paid ad prior to event	**	**	included
branded marketing material in swag bag	**	**	included
Styled Shoots			
priority access	included	included	included
participation fee (non member fee \$100)	\$50 per shoot	complimentary	complimentary
Content			
professional brand marketing video	**	**	included
Networking			
access to members only portal	included	included	included
access to community networking events	included	included	included

\*\*available as an add on for additional fee



# add ons:

the a la carte menu for those who want to are looking to customize their memberships:

## website

- Category Feature (3mo duration) | \$125.00
- Homepage Banner (1 mo duration) | \$75.00
- Blog Post Feature | \$75.00

## email

- Dedicated Vendor Spotlight Email | \$75.00

## social media

- Additional Spotlight Post | \$50.00
- Instagram Live Spotlight | \$75.00

## wedding show

- Boosted Spotlight Post Pre-Event | \$75.00
- Swag Bag Material Inclusion | \$25.00

### Need an Extra Boost for a Special Event or Promo?

one dedicated email + 2 spotlight social media posts + homepage banner  
\$200 (Reg \$250)

### brand video

interested in a professional brand video? we will schedule and organize the shoot with our videographer to create a 4-5 minute video perfect for marketing

40% discount for UIW Members

### sales + marketing consult

let's put on our scuba gear and do a deep dive into your sales + marketing to identify what's working, what's not and an action plan to drive growth

pricing available upon request

### social media audit

We've done this for a while. We will use our experience and trained eye to review your social media and provide valuable insights to increase efficiencies and drive engagement


\$200.00

*so...ready to join us and level up your business?*

submit your application at  
[www.upstateindieweddings.com/directory](http://www.upstateindieweddings.com/directory)  
scroll to bottom of page & click



have questions or want to chat before jumping in?  
we totally get it!  
email us at [info@upstateindieweddings.com](mailto:info@upstateindieweddings.com) and we will  
be happy to help

in the meantime, be sure to follow us  
 @upstateindieweddings