UPSTATE INDIE WEDDINGS

2026 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.

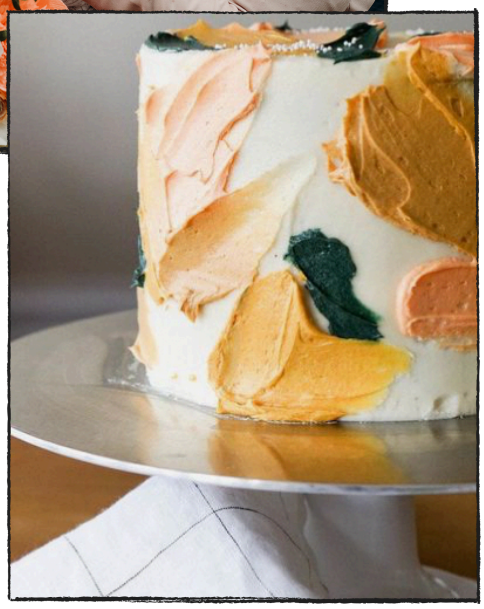
The following pages outline everything that we offer in our membership program. As a small business, time and money are your most valuable resource, so we want to make sure that we are as transparent as possible as you decide on your commitment to our community. After all, that is what membership is, 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.

who are our couples?

AGE
Primarily 24–35, secondary 35–44

GENDER
Majority female-identifying, with partner-inclusive reach

TOP 5 ORIGIN CITIES
- Buffalo
- Tonawanda
- Cheektowaga
- West Seneca
- Rochester

BEHAVIOR
- Prioritize local, independent vendors
- Value a personalized, meaningful guest experience
- Research-driven: save content, follow vendors, compare options
- Seek venues, planning tips, décor ideas, and trusted vendor recommendations

what does membership look like?

80%

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

90%

of couples start their planning process online

73%

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

75%

of our followers use our feeds for inspiration and vendor info

77%

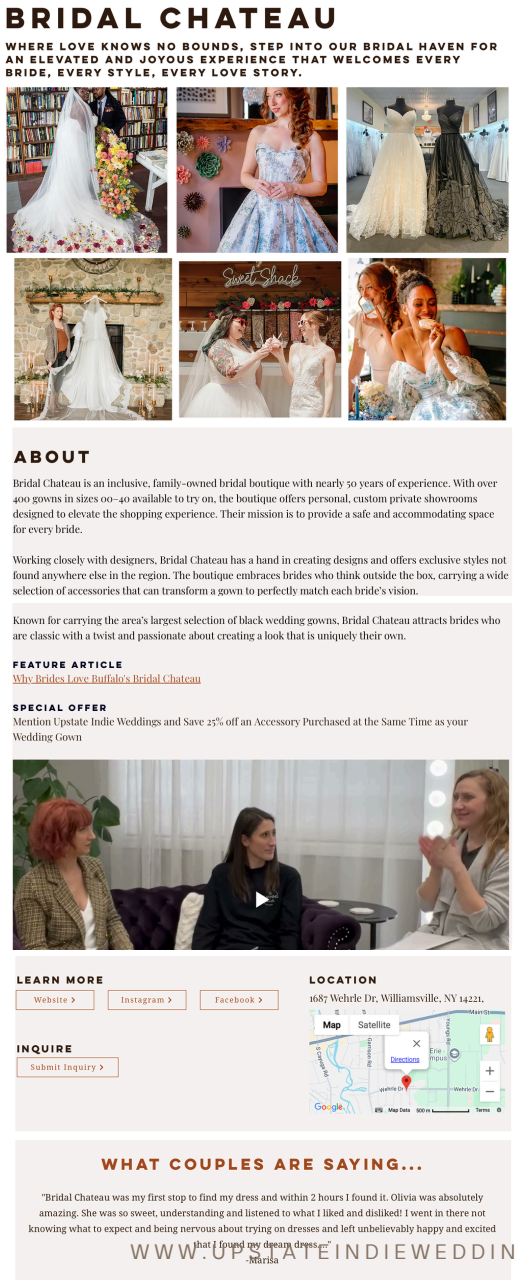
of couples follow prospective vendors on social media

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. BONUS-Being listed on other websites with backlinks to your website help to boost YOUR SEO ranking! It's a WIN WIN!

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.



BRIDAL CHATEAU

WHERE LOVE KNOWS NO BOUNDS, STEP INTO OUR BRIDAL HAVEN FOR AN ELEVATED AND JOYOUS EXPERIENCE THAT WELCOMES EVERY BRIDE, EVERY STYLE, EVERY LOVE STORY.

ABOUT

Bridal Chateau is an inclusive, family-owned bridal boutique with nearly 50 years of experience. With over 400 gowns in sizes 00-40 available to try on, the boutique offers personal, custom private showrooms designed to elevate the shopping experience. Their mission is to provide a safe and accommodating space for every bride.

Working closely with designers, Bridal Chateau has a hand in creating designs and offers exclusive styles not found anywhere else in the region. The boutique embraces brides who think outside the box, carrying a wide selection of accessories that can transform a gown to perfectly match each bride's vision.

Known for carrying the area's largest selection of black wedding gowns, Bridal Chateau attracts brides who are classic with a twist and passionate about creating a look that is uniquely their own.

FEATURE ARTICLE

Why Brides Love Buffalo's Bridal Chateau

SPECIAL OFFER

Mention Upstate Indie Weddings and Save 25% off an Accessory Purchased at the Same Time as your Wedding Gown

LEARN MORE

Website > Instagram > Facebook >

INQUIRE

Submit Inquiry >

LOCATION

1687 Wehrle Dr, Williamsville, NY 14221,

WHAT COUPLES ARE SAYING...

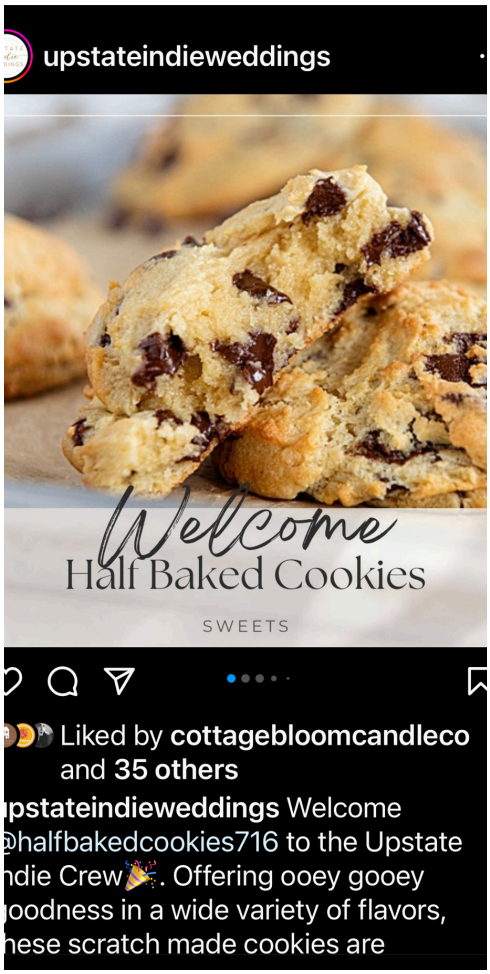
"Bridal Chateau was my first stop to find my dress and within 2 hours I found it. Olivia was absolutely amazing. She was so sweet, understanding and listened to what I liked and disliked! I went in there not knowing what to expect and being nervous about trying on dresses and left unbelievably happy and excited that I found my dream dress."
-Marisa

let's talk...social media

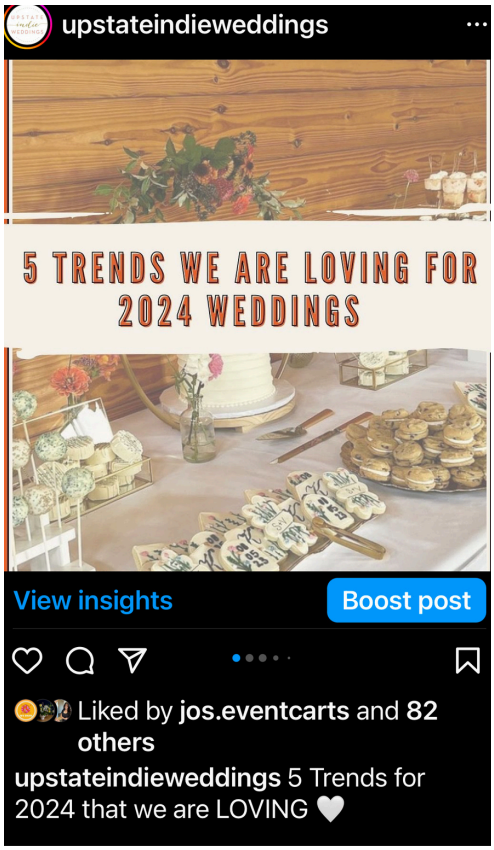
instagram followers: 10k+ Facebook followers: 7600+

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 invest (LOTS) of time and energy into the latest social media trends so that you don't have to. We rotate between trend posts where we highlight categories and mention corresponding businesses and specific spotlight posts where the content is all about you. The best part, we create it all-so you don't have to. BONUS-When you do create content, we share it in our stories to expand your reach and boost your engagement.



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 30-35 vendors participate across multiple categories depending on venue size
- guest count averages 250-300 per show
- held at larger venues
- May include Features such as:
  - The Fashion Show: showcasing the best fashion and beauty trends
  - The Marketplace: a curated shopping experience of wedding apparel, jewelry and gifts
  - Cash Bar + 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 Events

- includes Fashion Show, Engagement Parties, etc
- approx 10-20 vendors participate across themed categories
- guest count averages 75-100 per show
- held at more intimate venues
- Interactive guest experiences offer an opportunity for personal connection with leads
- cocktail party vibe
- Features:
  - Cash Bar
  - Cocktail Party Vibes to meet and mingle

How Have We Marketed Our Events?

- 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 (where applicable)
- 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: $600
tier one member discount: 15%
tier two member discount: 20%
tier three member discount: 25%

**early registration discount $50

The Wedding Experience Booth Pricing

standard booth fee: $250-$475
tier one member discount: 15%
tier two member discount: 20%
tier three member discount: 25%

**early registration discount $50

**Early registration is considered minimum 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.
**depending on size of venue

let's talk...content days

We LOVE a content day for SO many reasons. But first, what is it? A Content Day or Styled shoot 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 opportunties 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 3-4 networking events annually with a mix of panel discussions, guest speaker series, and some are just fun hang outs!

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

starter series

perfect for those just starting out or maybe weddings are not the main focus of your business, but definitely a component you would like to gain traction.

tier One

CORE MEMBERSHIP

$35 per month for 12 months

or

$375 one time payment

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
mentions 3x per year
unlimited share vendor post on UIW stories

email

introduction in monthly vendor welcome
inclusion in one trend email

wedding shows

early access to show applications
priority category approval
15% discount per show

styled shoots

access to Indie Shoot Out Styled Shoots
complimentary access

networking

access to member only portal
access to all community networking events

tier two

CORE MEMBERSHIP

$50 per month for 12 months or $550 one time payment

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 on blog posts 2x per year

social media

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

email

introduction in monthly vendor welcome
inclusion in two trend emails

wedding shows

early access to show applications
priority category approval
20% 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

CORE MEMBERSHIP

$75 per month for 12 months

or

$800 one time payment

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 4x per year

social media

introduction post in feed
mentions 6x per year
unlimited share vendor post on UIW stories

email

introduction in monthly vendor welcome
inclusion in two trend emails
vendor spotlight email 1x per year

wedding shows

early access to show applications
priority category approval
25% discount per show
complimentary inclusion of marketing in swag bag

styled shoots

complimentary access to all styled shoots

networking

access to member only portal
access to all community networking events

let's compare
CORE MEMBERSHIP

BENEFITS	TIER ONE $375	TIER TWO $550	TIER THREE $800
Website			
directory listing featured vendor on category page featured vendor on homepage featured vendor on blog post	included ** ** **	included ** ** 2x a year	included included (1mo) ** 4x a year
Social Media			
introduction post in feed mentions shared vendor posts on UIW stories	included 3x a year unlimited	included 4x a year unlimited	included 6x a year unlimited
Email			
intro in vendor welcome email inclusion in trend email dedicated vendor spotlight email	included 1x a year **	included 2x a year **	included 2x a year 1x a year
Wedding Shows			
early access to show registration priority category approval discount on booth fees spotlight paid ad prior to event branded marketing material in swag bag	included included 15% per show ** **	included included 20% per show ** **	included included 25% per show ** included
Styled Shoots			
priority access participation fee (non member fee $100)	included complimentary	included complimentary	included complimentary
Networking			
access to members only portal access to community networking events	included included	included included	included included

**available as an add on for additional fee

kickstarter

STARTER SERIES

$20 per month for 12 months

or

$200 one time payment

perfect if you are a just starting out or maybe weddings are a piece of your biz, but not the whole shabang.

website

directory listing within category

social media

introduction post in feed
unlimited share vendor post on UIW stories

email

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

bridal show

early access to show applications
10% discount on marketplace booth

styled shoots

complimentary access to one styled shoot

networking

access to member only portal
access to all community networking events

directory listing

STARTER SERIES

$10/mo

just the listing please

we create an optimized directory listing that features your business front and center to engaged couples looking in your category, including images, video, links to your website and socials, reviews and a direct link to your inquiry page.

NEW IVORY BRIDAL

WHERE LUXURY MEETS COMFORT

ABOUT

New Ivory Bridal is a modern, welcoming bridal boutique in Buffalo dedicated to helping every bride find the dress that feels like "the one." With a thoughtfully curated collection of gowns ranging from timeless classics to contemporary designs, their team makes the shopping experience as joyful and stress-free as possible. Whether you're bringing your closest family, your entire bridal party, or keeping it intimate, New Ivory Bridal creates a warm and supportive environment where saying yes to the dress becomes a memory you'll treasure forever.

SPOTLIGHT: NEW IVORY BRIDAL

LEARN MORE

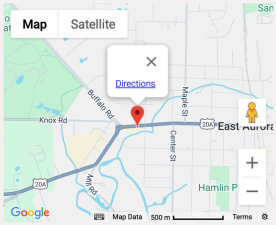
Website › Instagram › Facebook ›

LOCATION

215 Main Street, East Aurora, NY 14052, USA

INQUIRE

Submit Inquiry ›



WHAT COUPLES ARE SAYING

Kristen was absolutely amazing to work with! I was able to find my stunning dress in my first appointment that I've ever tried on wedding dresses. She listened to input and worked hard to find my dress for my special day! From an easy way to book my appointment, to options for payment plans for the dress, I would highly recommend this shop!

-Lynn C

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

social media

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

email

Dedicated Vendor Spotlight Email | $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 scooba 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

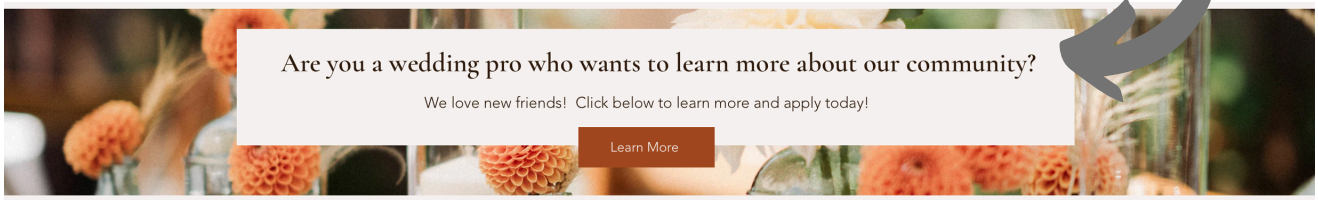
social media audit

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
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 and we will be happy to help

in the meantime, be sure to follow us
@upstateindieweddings