

MAGNOLIA
EVENTS

FLORAL & EVENT
DESIGN

SERVICES *and*
PRICING GUIDE

Spring & Fall 2026 - 2027

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HELLO *and* WELCOME

I'm so glad you're here! If you are newly engaged, Congratulations! This is such a special time in your life and we are so honored to be considered as part of your vendor team. This guide was created to walk you through our process and give you a glimpse of what it would be like to work with us. Take a moment to browse through and get to know our brand.

Hannah xoxo



Hi, I'm Hannah.

FOUNDER & CREATIVE DIRECTOR

Born and raised in Texas with a deeply rooted love for weddings and events that began long before I found my calling in floral and event design, I officially stepped into the wedding world in 2018 with my wedding planning certification from the AACWP. Since then, I've dedicated the last seven years to exploring all avenues of the event industry. My journey started in wedding planning and day-of-coordination, working with luxury event planning companies, before shifting to venue management and event execution with one of DFW's stunning Arboretums, however, it was in one of Dallas' most esteemed floral design studios where I discovered a fierce love for floral and design. The vision for Magnolia Events was centered around a vision of honoring each couple's story through organic, artful floral designs and a refined, detail-oriented approach. Today, we remain committed to creating timeless, bespoke florals rooted in nature, designed with intention, and executed with an unwavering commitment to quality. Every arrangement we create is a reflection of this vision.

OUR *Style*

While wedding trends change from year to year, a natural style remains timeless

The success of our little studio comes from a passion for finding the harmony between color, setting, season, and flower selection. After bouncing from one busy event studio to the next and seeing countless ballroom wedding designs in my early years as a designer, I discovered that I felt most at home when working in a relaxed, natural style, celebrating the intimacy of flowers up close. I realized that while wedding trends change from year to year, a natural look remains timeless. Our ideal wedding look is luxurious yet comforting and familiar at the same time.

We found our niche in designing events where the flowers look and feel as if they belong- as if they were planted there, kindly paying tribute to their surroundings while gracefully nodding to the style, taste, and story of the couple. This is what we aim for with each and every wedding design we create.

Services & Pricing Guide





We take 20-25 weddings per year, carefully selecting our couples that we feel are the best fit based on size, style, venue and location.

OUR Story

Magnolia Events began in the kitchen of my first home after nearly 8 years working alongside top-tier wedding venues, luxury event planners, and esteemed floral and event designers- all of whom I hold dear and collaborate with to this day.

In the years spent honing my craft, I couldn't help but notice a constant. Truly thoughtful and intention designs were more than just pretty arrangements and well set tablescapes. Cohesive and harmonious designs invoked a sense of joy and serenity that elevated the guest experience and let the couple's story and personality shine. It was that feeling that drove me to create Magnolia Events- a floral design company that creates a beautiful, thoughtful experience for our couples and their guests.



We work closely with our clients' hired planners and designers and specialize in highly stylized weddings with a luxurious yet relaxed, garden-inspired aesthetic.

DESIGN *Process*

01

Customized Design Proposal

Once we've gathered some initial details, we'll create a detailed proposal and estimate to present our version of your floral dream and make sure it aligns with your vision.

02

Revisions + Follow Up Call

After you've had a chance to review your proposal, we'll set up a call to chat through anything that needs adjusting and send you a second draft.

03

Contract + Deposit

Once you fall in love with the design, all that's left is to make it official! We'll lock in your date so that you can cross florals off your list!

04

Fine Tune + Final Payment

About 30 days before the big day, we'll touch base to chat about any final changes, double check your order, and make any necessary updates.

05

Delivery, Setup, + Breakdown

Our job on the wedding day goes beyond delivering your floral arrangements. We design your ceremony arch by hand, place each and every arrangement and light every candle. We make certain that every detail is perfect, including repurposing any items from ceremony to reception before we depart.

WHAT TO *Expect*



High quality flower selections



Premium designs with an airy yet luxurious look and feel



Personalized touch and attention to detail



Knowledgeable guidance through design choices and logistics



Above and beyond care and dedication to your event vision



Highly skilled on-site design team



Thorough, timely, and organized setup and breakdown



Consistent and prompt communication every step of the way

INVESTMENT

Pricing and Minimums

Floral Minimum

\$5,000

Premium seasonal blooms, fully custom design, and an exquisite attention to detail are the base standard when you book Magnolia Events for your wedding day. An entry level package covers personal flowers, low altar florals for your ceremony, low floral centerpieces and bud vases for most weddings up to 125 guests.

Signature Floral Design

\$10,000 +

This thoughtfully curated tier is designed for couples who desire a lush floral style including fuller altar florals, custom sweetheart or head table designs, low floral centerpieces, taper and votive candles for all tables up to 125 guests.



INVESTMENT

Pricing and Minimums

Premium Floral Design

All of our wedding designs come with a truly thoughtful display of elegance and detail, but for those seeking a higher level of luxury - including a statement ceremony arch, cocktail hour florals, multiple custom arrangements including entrance pieces, bar florals, cake designs, lush candle designs, or guest counts exceeding 150, we recommend a starting budget of \$15,000.

\$15,000 +



OUR *Designs*











QUESTIONS *and Answers*

Q1. Are there any hidden fees I should expect?

Any and all fees will be included on your initial proposal, including credit card fees. The setup and delivery fees are based on a percentage of the event subtotal, so those fees may increase accordingly if upgrades or additions are made to your floral order.

Q2. How far do you travel?

We service most of North Texas, from Aubrey to Midlothian. Travel fees may apply for weddings outside of the Dallas/Fort Worth area. For destination weddings, please inquire for more information.

Q3. Do you take micro weddings?

We do take weekday micro weddings (Tues-Thurs) on a case by case basis, based on our surrounding event schedule. Any weekend event (Fri-Sun) must meet our 7k minimum. Unfortunately we do not take Monday weddings. You may inquire for your micro wedding or event as early as 2 months in advance.

READY TO GET STARTED?

We can't wait to hear more about your event! Click the button below to fill out our inquiry form, or have your planner reach out to us via e-mail.

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GET IN TOUCH