

WEDDING & EVENT PLANNING · OCALA, FLORIDA

BLESSED MAGNOLIA
WEDDINGS



Now you have someone
who knows exactly what to
do.

PRICING & PLANNING GUIDE



A NOTE FROM PENNY

You just booked the venue. Then it got quiet.

If you're reading this, you've likely just booked your venue — and realized that was the easy part. No one handed you a list of what comes next. No one told you which questions to even ask.

That "where do I even start?" feeling is the exact moment most of our couples find us. Here's what I want you to know: you don't have to become an expert in something you'll only do once. That's my job — and I'm very good at it.

For eight years, my team and I have guided couples across Ocala and beyond. We book the right vendors, build the timeline, and quietly handle whatever comes up on the day, so the only thing left for you to do is be fully present at your own wedding.

Hand off the decisions and the what-ifs. Keep the part that matters. I'd love to hear your story — let's find the right fit, together.

With you, every step

PENNY BAIRD & THE BLESSED MAGNOLIA
TEAM

Three things we believe.

01 You should be a guest at your own wedding — not the person managing it.

Penny built this business after watching a host spend her own celebration working behind the scenes. If something goes sideways on your day, you shouldn't be the one who finds out. That's ours to carry.

02 The right vendor beats a longer list.

Anyone can hand you a directory. After eight years of relationships across Ocala's best venues, we listen closely enough to know which one florist, of many, is right for your vision — and we're decisive enough to say so.

03 You'll always hear the truth from me — wrapped in care.

If something isn't the best use of your budget, you'll hear it from me. Honest answers, even the hard ones, delivered gently and never in a way that makes you feel foolish for asking.



Ways to work together.

Every wedding is scoped in a real conversation, not from a page. These starting investments help you picture where you'll land — the rest we shape together, around your venue, your vision, and how much you'd like to hand off.

EVENT MANAGEMENT

STARTING AT

Day-Of Coordination

\$2,500

For the couple who has happily booked and managed their own vendors, and wants a steady hand for the final stretch and the day itself.

- We take over all vendor communication 60 days out
- A kickoff meeting and a final walk-through
- Email access to your questions all along the way
- A day you get to experience, not run

EVENT MANAGEMENT + DESIGN

STARTING AT

Partial Planning & Design

\$5,200

For the couple who feels sure about the logistics but wants the whole day to look and feel cohesive — like it was designed on purpose.

- Design support from the day you book
- Florals, rentals & table mock-ups that come to life
- Your own online planning portal throughout
- Full vendor management from ~4–5 months out

FULL-SERVICE

STARTING AT

Full Wedding Planning

\$8,000

or 12% of your wedding budget

For the couple who has the venue and little else figured out — and wants a partner to guide every step, from engagement through the whole wedding weekend.

- Monthly meetings that break it into calm, doable pieces
- Every vendor selected and managed for you
- Full design, invitations & RSVP guidance
- The entire weekend covered, not just the day

The Magnolia Guide SELF-GUIDED · \$60/MO

Planning it yourself, but want structure and a professional in your corner? A self-guided portal with monthly check-ins — and every dollar credits toward day-of coordination if you upgrade.

IN THEIR WORDS

The relief they didn't know they were waiting for.

lm "From the very first meeting, we felt an overwhelming sense of relief—worry we didn't even know we were holding just melted away."

— LAURA BETH, 300+ GUEST WEDDING

lm "From the moment we called her, we knew our special day was in the most capable and caring hands possible."

— REBECCA, DESTINATION WEDDING FROM KANSAS

lm "You feel Penny's genuine love and commitment — it felt as if she was planning her own daughter's wedding."

— THE GONZALEZES

lm "From the first phone call, I knew I could not plan a wedding without her. Guests are still talking about how perfect it was."

— MARIA

WHAT HAPPENS NEXT

One small step, and it begins.

Read through this guide, picture your day, and when it feels right, book your free consultation. That's the only thing for you to do right now — we'll take it from there.



Book your free consultation

Pick a time that suits you. It's a warm, easy conversation about your day — no plan required to come to the table. We start with your vision, what you want the day to feel like, and guide you to the level of support that truly fits where you are. Even if it's different from what you first pictured.

[SCHEDULE YOUR CALL →](#)

From there, we begin — and you exhale. From that point on, you have someone who knows exactly what to do. The decisions, the vendors, the what-ifs — all ours to carry.

The rest of this is ours. Yours is simply to be there for it.

BLESSED MAGNOLIA
WEDDINGS

Someone who knows exactly what to do —
that's us. We can't wait to meet you.

[BOOK YOUR DISCOVERY CALL →](#)

INFO@BLESSEDMAGNOLIA.COM
BLESSEDMAGNOLIA.COM
@BLESSEDMAGNOLIA · OCALA, FLORIDA