



SENT SUMMER 2026

Wedding **VENDOR GUIDE**

FOR WEDDINGS *in* 2026-2028

WE CANNOT WAIT
TO WORK WITH YOU
LET'S GET STARTED



THE BUSINESS

EMAIL

HELLO@SONDEREVENTCO.COM

PHONE

804-979-8465

WEBSITE

SONDEREVENTCO.COM

HOURS

MONDAY	CLOSED
TUESDAY	9:00 AM - 6:00 PM
WEDNESDAY	9:00 AM - 6:00 PM
THURSDAY	9:00 AM - 9:00 PM
FRIDAY	9:00 AM - 12:00 PM
SATURDAY	OPEN FOR WEDDINGS
SUNDAY	OPEN FOR WEDDINGS

MEETINGS

BOOK A VENDOR MEETING

MEET THE TEAM

behind SEC



Helen Elyse Row

LOVER OF LOVE, CLEAN LINES, AND EXTRA DIRTY MARTINIS

Helen is the owner and principal planner. She finds inspiration in fashion, art, old movies, and the little details that make life feel special. She's equal parts sentimental and particular. She believes everything is better with good people around a table, preferably lit by candlelight.

Ashlyn Tehoke

EVENT PRODUCER

Collier Phillips

DESIGNER

Liz Herndon

EVENT PRODUCER

Rachel Phillips

EVENT PRODUCER

WE CREATE IMPACTFUL DESIGNS *with creative* FRIENDS



CLIENTS HAVE BEEN TRUSTING US WITH THEIR BIG DAYS SINCE 2021

We value relationships with talented vendors who share our commitment to exceptional service, thoughtful design, and memorable guest experiences. Every event is unique, but our approach remains the same: proactive communication, organized execution, and mutual respect.

Our role is to plan and coordinate the many moving pieces of an event so every vendor can focus on doing their best work.



Get to know me *better*

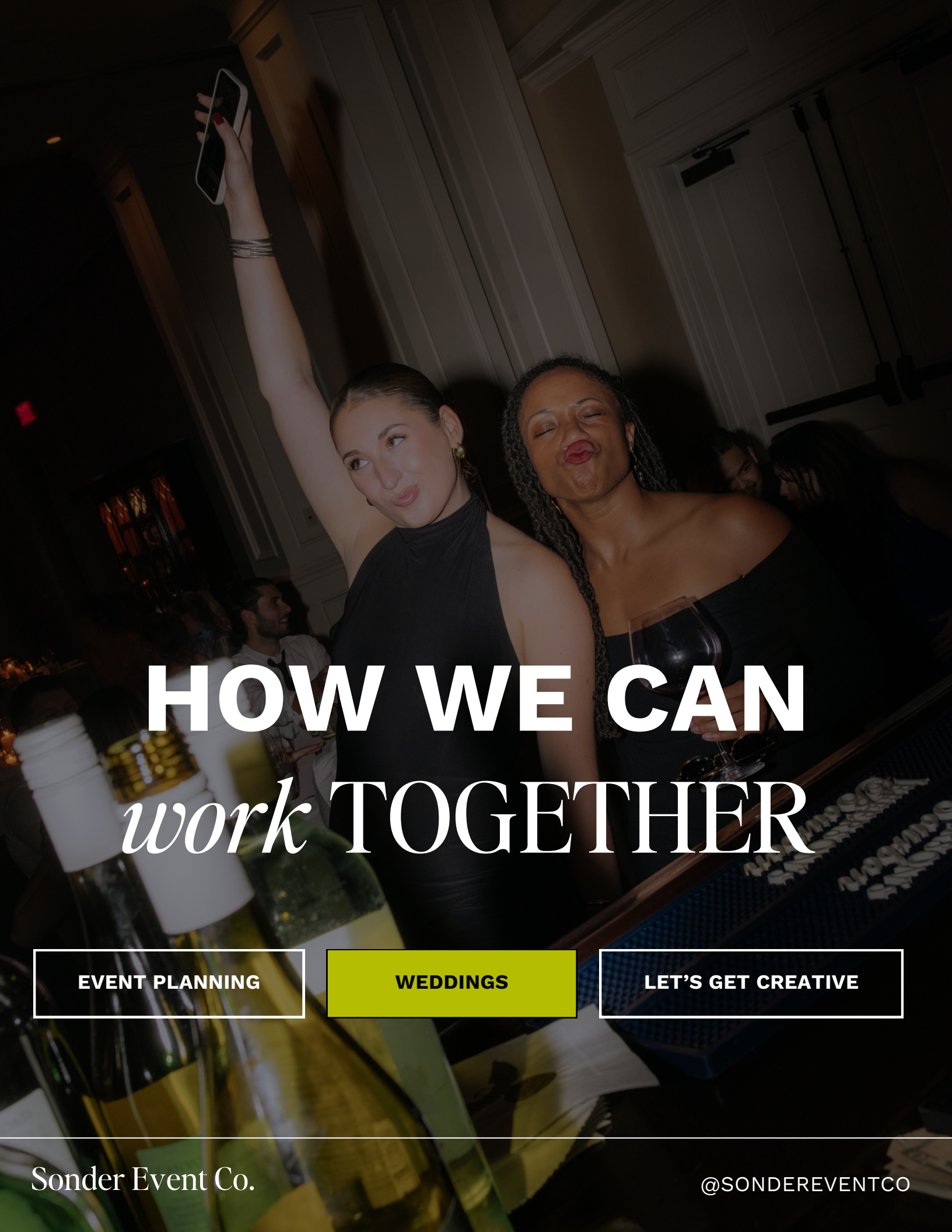
WITH EXPERIENCE WORKING AS A VENDOR AND AS A VENUE COORDINATOR AT MULTIPLE WEDDING VENUES, HELEN HAS SEEN A WEDDING DAY FROM ALL SIDES. SONDER EVENT CO. IS A LIFELONG DREAM REALIZED.



OUR APPROACH

WE CONSIDER EVENT
PLANNING AN *art form*.

We create artful experiences to illustrate and celebrate love stories. Pairing luxury with creativity, we plan thoughtfully designed events to be enjoyed and remembered. We focus on aesthetics, guest experience, and sustainable and ethical efforts. Every wedding and event is planned with empathetic care, creating intentional custom experiences.

A photograph of two women at a social event, possibly a wedding or party. The woman on the left is holding a smartphone up in the air, and the woman on the right is making a playful, pouting face. They are both wearing dark, elegant dresses. The background is dimly lit, showing other guests and architectural details of the venue.

HOW WE CAN *work* TOGETHER

EVENT PLANNING

WEDDINGS

LET'S GET CREATIVE

COMMUNICATION



TO ENSURE ACCURATE INFORMATION, ALL
EVENT LOGISTICS SHOULD BE
COMMUNICATED WITH THE SONDER EVENT
CO. TEAM WHENEVER POSSIBLE.

pretty PLEASE

- ✦ COPY US TO ANY RELEVANT EMAIL THREADS
- ✦ ADD US TO ANY PORTALS
- ✦ MAKE US AWARE OF ANY OUTSTANDING TASKS
- ✦ MAKE US AWARE OF ANY OUTSTANDING PAYMENTS
- ✦ LET US KNOW HOW WE CAN BEST SUPPORT YOU!

BOOK A CALL

“



*We are here to make sure you can do your
job as best you can!*



NEED TO CHAT?

WE love TO TALK!



BOOK A CALL BOOK A CALL BOOK A CALL BOOK A CALL BOOK A CALL

LET'S GET DOWN TO BUSINESS

Emergencies & Delays

If you experience an emergency, vehicle issue, weather delay, or any circumstance that may affect your arrival or services, contact the Sonder Event Co. team immediately.

Early communication allows us to adjust the schedule and minimize disruptions.

Photography & Content

We love seeing your work. Please coordinate with the photography and videography teams when capturing behind-the-scenes content to avoid disrupting key moments.

If sharing images or videos online, we'd appreciate it if you tagged us whenever possible. We will do our best to provide all vendors with everyone's social media handles.

WE DO NOT

COLLECT AND DISTRIBUTE TIPS

We provide our clients with a detailed tipping guide based on industry standards and basic etiquette. It is their choice whether to tip and how to tip. It is the client's responsibility to distribute tips.

If you did not receive a tip, it is because the client did not tip. If your departure time is before the end of the night, we encourage our clients to mail your tip.

After the wedding, we do send out clients an email encouraging them to write reviews with links. You can also send us your digital payment application handle to be included. Links can be provided in the Vendor Questionnaire.

VENDOR QUESTIONNAIRE



WE DO NOT

COLLECT FINAL PAYMENTS

If you accept final payment on the wedding day, it is your responsibility to coordinate directly with the client to collect it. BUT we do encourage our clients to be sure all payments are made at the start of their wedding week!

We try to avoid a post-billing, but should a final payment not be made the day of the wedding, we will include that information in our Offboarding email.



What's *next*?

01.

REVIEW
TIMELINE

02.

SEND APPROVAL

03.

FILL OUT
QUESTIONNAIRE

04.

GET EXCITED





EMAIL ——— **HELLO@SONDEREVENTCO.COM**

SOCIAL ——— **@SONDEREVENTCO**

PHONE ——— **804-979-8465**

[SONDEREVENTCO.COM](https://sondereventco.com)

THANK YOU *so* MUCH

Cheers!