

# Aber Ever After Events

**your wedding bestie, your event steady-freddy**

*You deserve to have the wedding you want, on your terms—we can help.*

**Dana Aber-Torres**

*calm, steady, & at the ready*

New York, NY

917-557-0397



## Everything Emerald from \$6000

Complete tip-toe coordinating and wedding planning, working with you to understand your visions and how they work within the construct of your venue, and your budget. Planning requires a large amount of coordination, from the big choices to the small (and equally important) details. Services include: cocktails and a chat to hear your wildest wedding wishes, researching and discussing vendors, potential venue visitation, assisting in choice-making (this gets harder as it gets closer to the wedding, often!), creating wedding favors, sourcing wedding deco, DIY assistance, family wrangling, invitation verbiage and etiquette, and a whole lot else. Hand-holding, fun brainstorming, anxiety-diffusing, the works. Think of this as hiring your 'wedding bestie', intent on keeping you on your timeline and on your budget, whose only goal is to help you create the celebration of your deepest wishes.

## Semi-Sapphire from \$2200

Perhaps you aren't keen on an all-the-way-annie, because you already have a firm concept for your event. Even the most creative among us can often use some semi-assistance. Maybe you're starting to feel overwhelmed, or are worried about running out of time, or are hoping for some patient distance as you sort through your thoughts. This level of involvement keeps me just a phone call or text or email away, 24-7, as a sounding board and a neutral opinion. In fact, many of my semi-sapphire clients have been classic Type A personalities! Sometimes, those closest to us are, ahem, 'too' close to help us make delicate decisions, or 'trust that you'll make the right choice', or 'just want you to be happy'. And sometimes, you really need someone you can trust, who has *your* vision in mind, to offer a new suggestion or play out an idea and help guide you to the right decision for YOU. It's your day, you might like having a sidekick. Services include: much of the Emerald level, but less ... all-the-way; we can discuss how best I can assist you at this stage of your process.

## Day-Of Diamond from \$1200

"Day of Coordination" technically requires about 2-months of actual in-person coordination: 2-3 deep-dive meetings where you can share with me your entire plan along with your ideal flow of the day, a site-visit, day-of assisting, and potential set-up and breakdown. This level is great for events who would like a stand-in boss, a stage-manager, a wedding assistant, a trusted aide to manage the whole day so that they can go get married and not worry about anything else. Trust that you can pour out the entire contents of your planning into my big capable brain—starting about 2 months away from your wedding date, I'll function as you, for you both, managing the minutiae of the day, handling last-minute stresses and minor dramas, so they never come near you during your special day.

## Real-Talk Ruby \$600

This is a great choice for smaller events (20-40pp) where someone else has planned it out and can be ready to hand me a 'Go Book' complete with venue floor plan, seating chart, illustration/mockup for gift setup or deco, vendor contracts, and list of vendors' names to coordinate with. As the point-person for your day, I will have your back! but the pregame setup will fall completely on your shoulders. Real-Talk Ruby is doable, especially if this is your standard modus operandii, however even the most savvy planners are prone to miss SOMETHING without a little extra time consulting with your planner—that's the real talk, though! *note: not recommended for weddings/elopements.*

## Let's Chat

I really like this kind of planning, and together we can make this process enjoyable for *everyone*. I'm 100% confident we can find a solution to give you the support you need, to the level that makes you comfortable. Let's discuss what level of involvement you feel you're looking for to achieve your perfect event.