

# Rich Bride, Poor Groom...

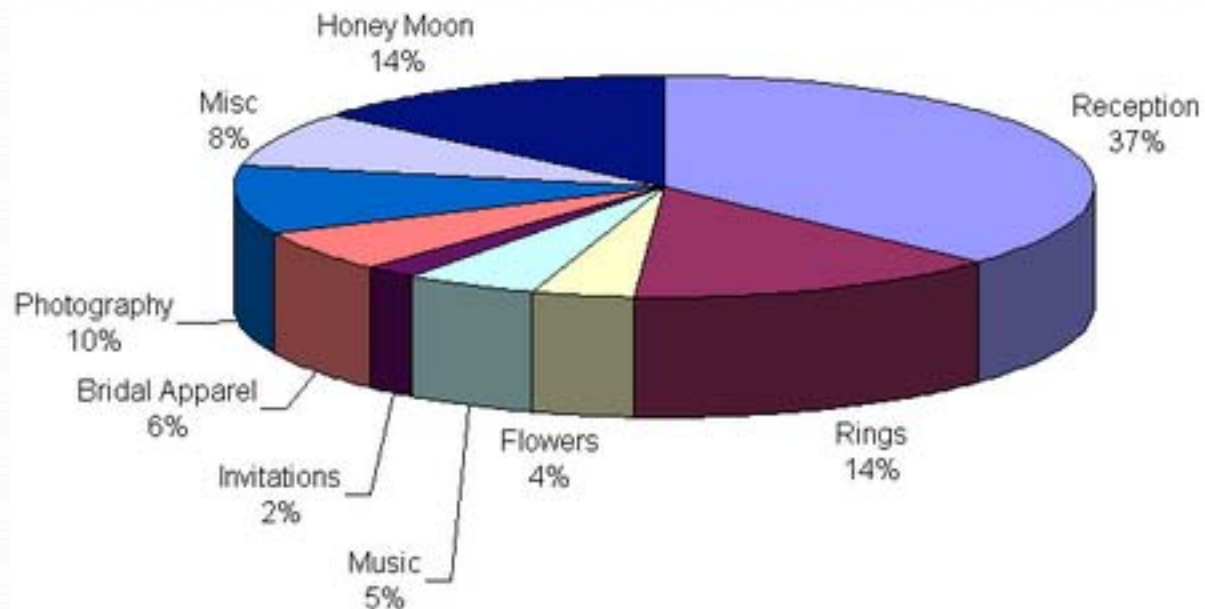
*Why is this all so #@%&ing  
expensive?!*

*Presentation by Krista Chapman of Jacob Marketing Inc, 2011*

# Where do you fall?

- **The Average Wedding in Nashville, TN**

- \$17,057 and \$28,428
- 128 and 142 guests
  - A single guest adds between **\$152 and \$185** each





## Advice for Everyone

***Do Invest in what Matters Most***

***Do rely on Professionals***

***Do let Vendors know your Budget***

# Budget Friendly

- Reduce your Guest List
- Time and Place
  - Daytime Weddings
  - Less Costly Neighborhoods
- Seasonal Discounts
  - Flowers, Food, Locations
- Double Duty
  - Flowers, Favors, Décor
- Open Bar Opt-Out
  - Wine and Beer, Limited Qty





# Budget Busters

- A la Carte Venues
- Dummy Cakes
- Heavy Hors d'oeuvres
- Weekend Weddings
- DIY Projects

# Questions?

*Please visit [www.thepinkbook.com](http://www.thepinkbook.com) for daily blog posts, wedding planning tools or resources as well as a copy of this presentation.*