

# the *Wedding* **CRASHERS** tour

SPONSORSHIP INFO— 2017

The Wedding Crasher's Tour modernizes the wedding planning process by offering couples realistic wedding day experiences designed to inspire. Curated teams of in-demand wedding professionals transform featured venues into trend-setting and fully interactive ceremonies and receptions. Guests enjoy a candid environment to mix and mingle with their local wedding pros and to fully engage all of their five senses as they Crash.



## TAKE THE TOUR!

### 1 THE KICKOFF

Guests meet at the host wedding venue for registration, refreshments, welcoming and sponsor highlights.

### 2 ON THE ROAD

Forget the stress of driving and parking - chauffeured transportation awaits guests who will enjoy a guided tour of city sights in style as they make their way to each destination.

### 3 CRASH & GET INSPIRED

Cutting edge & fully styled ceremonies and receptions will transform top local venues while also presenting guests with delectable catering, desserts & libations. Live music & entertainment sets the mood for each mini fashion show & more. Guests will interact personally with featured pros, experience their collaborative talents and discover how these elements can complete their big day.

### 4 THE SWAG & GIVEAWAYS!

Guests are chauffeured back to the host venue for a finale of swag, raffles, photobooth fun and always with a surprise ending.

[www.weddingcrashertour.com](http://www.weddingcrashertour.com)



## WHO IS THE CRASHER COUPLE?

The Wedding Crasher's Tour attracts engaged couples who have an eye for the artistic and who understand the value of a customized wedding planning experience. This eclectic/youthful/spirited couple thrives on knowing their wedding vendors on a personal level and discovering the best local talents who understand their vision and bring these elements to life. Our Crasher Couples desire their own personalized and thoughtful wedding experience and are excited to incorporate the specialties of the local market. They naturally gravitate towards a similar wedding planning process which prioritizes candid and meaningful interactions over the hurried conventional sales pitch.

- **Young Professionals 25-40 living in the city and surrounding areas**
- **HHI or Combined income of \$100k+**
- **Recently engaged = an average of 12-18 months until their wedding day**
- **Average wedding budget \$45K**



## WHO IS A CRASHER PRO?

Our professionals represent the mid to higher end wedding investments and offer Crasher Couples the benefit of experience, professionalism, enthusiasm and creative passion. These in-demand wedding pros are inspired by new trends and bring cutting-edge concepts to their field. Like the Crasher Couple, our pros enjoy a personalized planning experience where their talents can be expanded and appreciated. Most importantly, our pros are beloved in their community and thrive in a creative & collaborative environment.

## WHAT MAKES THIS TOUR DIFFERENT THAN OTHER WEDDING PLANNING EVENTS?

This event offers a candid wedding experience where couples can literally crash the day stress free and where they can interact with professionals and sponsors in an authentic collaborative environment. These mock weddings are all about pushing creative boundaries while providing inspirations that are obtainable in the local market.

# GET INVOLVED!

# SPONSOR A TOUR!!!

We value our relationships with local businesses, media outlets and sponsors that together, make this event possible. Through our extensive marketing initiatives, we provide our sponsors with access and exposure to more than one target market. This annual event caters to young professionals, both male and female between the ages of 25-34 who are experiencing life transitions & investments that accompany marriage. In addition, this event reaches over 40 small to medium sized local businesses from the wedding and special events industry.

## SPONSORS ALSO ENJOY

1. A high-end, intimate environment for premium exposure
2. Targeting young audiences on the cusp of wedding, home & early family-life planning as well as 40+ local event companies
3. Tons of local marketing exposure before during and after the tour.

## THANK YOU TO OUR PAST SPONSORS!

*sue corral ink*  
INVITATIONS AND PAPER GOODS

*Richmond*  
WEDDINGS

*James Limousine*

**HOT 106.1**  
today's hottest hits



SUSAN MORRIS  
TEAM  
RESIDENTIAL REAL ESTATE PROFESSIONALS

**Richmond**  
magazine

*Diamonds Direct*  
SHORT PUMP • RICHMOND

**103.7**  
PLAY

**WINN**  
Transportation

## OPPORTUNITIES FOR SPONSORSHIP INCLUDES

Tons of marketing exposure in your local market including radio, print, online, social media, blog, and more!

On-site presence to promote your company and interact with attendees in person and on stage!

Vendor and attendee contact info for follow up

VIP experience with swag bags and event tickets

**TITLE SPONSOR**

**TRANSPORTATION SPONSOR**

**Exclusive VENDOR SPONSOR**

**PRINT & DESIGN SPONSOR**

**COMMUNITY SPONSOR**

# TESTIMONIALS

THE WEDDING CRASHERS TOUR GAVE US AN OPPORTUNITY TO CONNECT WITH MEN IN A WAY WE USUALLY AREN'T ABLE TO AT OTHER WEDDING EVENTS. THE EVENT WAS INTIMATE ENOUGH THAT WE WERE ABLE TO BRING OUR MOST POPULAR BANDS AND LET MEN TRY THEM ON IN A RELAXED ENVIRONMENT. THIS IS SOMETHING THAT RARELY HAPPENS AS WHEN THEY'RE IN THE STORE THE FIRST TIME THEY'RE IN PICKING A RING FOR SOMEONE ELSE. IT WAS NICE TO CHAT WITH THE GROOMS ABOUT THEIR STYLE AND CONNECT WITH THEM DURING THE WEDDING PLANNING PROCESS POST ENGAGEMENT RING PURCHASE, BUT PRE-BAND PURCHASE."

—Jessica Black,  
Diamonds Direct,  
Sponsor 2016

"ALL THE 'FRIENDORS' WERE TERRIFIC. FROM THE SET UP TO THE TEAR DOWN AND EVERYTHING IN BETWEEN WENT SMOOTHLY AND NEAR SEAMLESSLY. OUR VENUE WAS GORGEOUS AND I PERSONALLY GOT A LOT OF POSITIVE FEEDBACK FROM THE COUPLES THAT ATTENDED. I WILL MOST DEFINITELY PLAN TO PARTICIPATE IN 2017!"

—Patrick Hagerich,  
Classic Party Rentals of VA  
Team Branch, 2016

"THE HANDS ON AND INNOVATIVE APPROACH TO THIS ACTIVE TOUR GAVE US THE CHANCE TO BE CREATIVE, INTRODUCE NEW INVENTORY, ALONG WITH THE OPPORTUNITY TO COLLABORATE WITH A FEW VENDORS WE HAVE NOT HAD THE CHANCE TO WORK WITH BEFORE ... IT WAS CHANCE TO SHOW CLIENTS THE TYPE OF EVENTS WE ARE CAPABLE OF PUTTING ON RATHER THAN SHOWING WHAT WE HAVE DONE IN THE PAST. WE LOVED OUR EXPERIENCE AND CAN'T WAIT FOR THE NEXT ONE!"

—Morgan Montgomery and Perkins Morgan,  
Paisley & Jade,  
Category Exclusive, 2016

"I CANNOT BEGIN TO EXPLAIN WHAT IT MEANT TO ME PERSONALLY TO BE PAMPERED FOR THE DAY ... EVERY LOCATION WAS A MASTERPIECE IN AND OF ITSELF, OFFERING FABULOUS COCKTAILS TO START, DELECTABLE PALATE PLEASERS FOR US TO NOSH ON THAT SEEMED TO NEVER NEED REPLENISHING, FABULOUS ENTERTAINMENT, AND AWE-INSPIRING BEAUTY AND CREATIVITY. THE FACT THAT WE WERE CHAUFFEURED BETWEEN THE VENUES IS JUST THE ICING ON THE CAKE!"

—Ashley Millner,  
BRIDE Tour

# PRESS

LET'S ROCK THE YACHT  
SOCIAL BAND LIVES ABOARD  
BY CHRISTOPHER HAYES FOR THE WEDDING CRASHERS



The members of the Richmond-based band The Wedding Crashers are having a blast on the water. They're playing live music for a group of guests who are enjoying the view and the party. The band is performing on the deck of a yacht, and the atmosphere is festive and relaxed. The band members are dressed in nautical-themed attire, and the background shows the ocean and the yacht's deck.

RICHMOND + THE WEDDING CRASHERS  
**Bride**  
SITTING PRETTY  
Designer gowns that pop



A bride is sitting on a white chair, wearing a white gown. She is looking towards the camera with a slight smile. The background is a simple, light-colored wall. The text on the page is in a mix of serif and sans-serif fonts, with 'Bride' in a large, elegant script.

The Wedding Crashers Tour  
A 2016 Wedding Industry Event



A collage of photos from the Wedding Crashers Tour. The photos show various scenes from the event, including people socializing, a bride and groom, and a band performing. The text on the page is in a mix of serif and sans-serif fonts, with 'The Wedding Crashers Tour' in a large, bold font.

The Wedding Crashers Tour is a unique event that brings together wedding professionals and couples. It offers a chance to connect with vendors, learn from experts, and enjoy a fun day of socializing. The event is held at various locations, including hotels and event spaces, and features a variety of activities and entertainment.





**Promotional Marketing Exposure:**

- 2,000+ printed brochures

**Press Release**

- Distributed to over 200 press contacts

**On site Event Exposure:**

- Event signage
- Attendee booklets/programs

**Host Venue Exposure**

- One table for display of products and promotional materials

**Social Media**

- At least one social posts on Instagram and Facebook before and after the tours
- Post print/online feature submissions of all collaborative styled tour stops.
- Multiple social media highlights of tour stops with business tagged before and after tour.

**Blog**

- One blog feature about company

**Swag Bag Item**

- Opportunity to provide a gift in each couple's swag bag.

**Leads List**

- Contact information from all attendees and vendors for marketing purposes



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