

## Stephanie's Unforgettable Events



Proposal to Plan a Sweet 15 (Quinceanera) Party

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Sweet Fifteen (Quinceanera) Party  
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## **Summary**

Thank You for choosing Stephanie's Unforgettable Events as your event party planner. Your daughter's special day is just around the corner. Her Sweet 15 party or Quinceanera (Mexican version of a Sweet 16 party) is a day she will remember for the rest of her life. Our understanding is that the desired date for the event is October 26, 2013. The time to start preparing is one year in advance, so we are in the prime time of starting the preparation process so that this day can run smoothly. We understand that this day will be both exciting and nerve wrecking as it is the day that your daughter celebrates her fifteenth birthday. Let us make this day unforgettable.

## **Introduction**

In this proposal, you will hear the plan for the most unforgettable day of your daughter's 15 years. We propose a Cinderella theme with a slight twist. Every lady deserves to be treated like a princess. The package consists of all the party needs for a guest count of 300, including

- dress
- accessories
- party room
- food
- transportation
- decorations

We have done extensive research on the traditions of a Quinceanera and found this day is the celebration of childhood turning into young womanhood. We also found that unlike the typical Sweet 16 party, Quinceaneras have church ceremonies to bless the young lady. We are looking at a \$ 16,000 budget that will include everything stated below. We will make this a day your daughter will never forget. She will be treated like the princess she is.

## **Problem definition**

We know that this event takes a substantial amount of time to plan. It can also be too overwhelming for the family to enjoy the party if they are trying to coordinate it. There is so much going on and so much to plan that it can get out of control very fast. You have to start early to reserve the party and church locations, and also have to make sure all the other small party details are planned accordingly.

## **Proposed solution**

I propose to plan over a 12 month period:

### *12 months before*

The first step is to find the church where you want the ceremony to take place. Then we have to start visiting possible reception locations. You have to make sure to complete all your religious requirements.

### *11 months before*

Our proposed theme is a Cinderella Story with a slight twist. Start looking at the different color packages we offer.

### *10 months before*

Both the church and ceremony locations have to be reserved 10 months in advance. We then have to start picking out the dress and invitations.

### *9 months before*

Finalize your decision on the invitations to be ordered.

We then have to start food tasting so that you can decide what you want the main entrée to be. We also have to book the Cadets (escorts) for the ceremony.

### *8 months before*

You'll elect photography package, shoes, crown, accessories, and last doll.

### *7 months before*

You'll elect decorations and cake. I'll order the cake.

*3 months before*

Start Cadet practice; start looking at makeup and hairstyle ideas so that the stylist will get an idea also.

Note: Throughout the whole process the Party Coordinator will make sure everything is secure for the date. He/she will also assist you with sending out invitations and will be present to coordinate the party.

## **Qualifications**

Stephanie's Unforgettable Events has planned many successful Sweet 16 parties. My team has worked together for many years. One of our specialized party coordinators will be there every step of the way. She or he will be present during the party to coordinate everything and make sure it all runs smoothly. Our coordinators have many years of experience. We understand that trying to enjoy the party and coordinating everything at the same time can be a hassle so our team is more than happy to assist you. Our team consists of

- hair and makeup stylist- former MAC makeup stylist
- limo driver- 5 years' experience
- carriage driver- 3 years' experience
- food coordinator- 2 years' experience
- decorations coordinator- 3 years' experience
- security- 10 years' experience

## **Budget**

Package Includes:

<b>Description</b>	<b>Total</b>
Dress	\$500
Dress Alterations	\$100
Shoes	\$50
Crown	\$60
Hair and Makeup	\$75
Church ceremony	\$200
Church decorations	\$300
Salon	\$2000
Decorations	\$1100

Cadets	\$1500
DJ (8 hours)	\$1100
Food	\$1500
Carriage Ride	\$350
Mariachi	\$900
Photography and Video	\$3100
Cake	\$300
Last Doll	\$100
Invitations	\$350
Party security	\$200
Party Coordinator	\$2000
<b>Total</b>	<b>\$15,785</b>

Costs are subject to change.

### **Conclusion**

We appreciate your interest in Stephanie's Unforgettable Events for your party needs. We are very excited to make this day special for the whole family to enjoy. This event will cost roughly \$16,000. Please reference our manual for details and pictures of previous events so that you can picture what your daughter's Sweet 15 or Quinceanera will look like on October 26, 2013.