

*The* **Client**  
EXPERIENCE



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# HELLO *and* WELCOME

*For your wedding, flowers are everything.  
And that can feel overwhelming - finding a floral  
designer who can deliver your dreams, someone you  
can trust to take your seed of a vision and breathe life  
into it. We see you and we hear you. We'll meet you  
where you are and guide you every step of the way.  
Let us work our magic and show you what is possible.*

*Mary Jo + Andrew*

## ABOUT US

# Meet Mary Jo + Andrew

*Wife + Husband Dream Team*



FOUNDER & DESIGN LEAD

## *Mary Jo Borchardt*

She's always been a maker, an artist, a choreographer of color and texture. She grew up building forts + secret nooks, and wants nothing more than to surround you in flowers, so you can feel their magic. She's filled their home with houseplants to create a coziest of nooks for their family. This is her dream job.



INSTALLATION ENGINEER

## *Andrew Borchardt*

He knows the perfect knot to tie in any situation. Handy with all the tools, he is the muscle behind Mary Jo's wild designs, ensuring that structures are sound and trustworthy. His quick wit and kind eyes won Mary Jo's heart way back in high school and they've been a team ever since. He still brings her flowers.

ABOUT US

## *Our Mission*

*These are the flowers that your guests will be raving about all night long.*

We create flowers as an experience for you and your guests, transforming the space into your own personal wonderland.

Our style is best described as wildly elegant, with a fine art twist. Barely restrained wildness meets upscale luxe for a coloring-outside-of-the-lines sense of style that is expertly curated.

*When we show you what is possible, it will blow your mind.*

Your client experience starts right now. We see every touchpoint as a chance to earn your trust and devotion. Expect to fall in love with our service as well as our flowers.

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*The Client Experience*

*The Transformation*

# Leah + Ted's Sequel

*“I LOVE flowers. The fact that it was just what I wanted made me emotional! Atmospheric Floral is truly so wonderful. From first phone call to execution.”*

Leah and Ted had to put their original wedding plans on hold when Covid hit. They pivoted, planned an intimate Chicago ceremony instead and exchanged vows that year. Sadly, she had worked with another florist and was underwhelmed by her flowers on that first wedding day. Her wish list was simple – king protea, if possible. Toffee roses, bleached fern, some wispy grasses. She wanted to play with texture a bit; the surprising juxtaposition of strong sturdy stems paired with airy grasses excited her. (Us too!)



## Meet Leah

She's a brilliant art director with a keen eye for design. And she loves flowers, understanding the impactful role they could play in setting the tone for her wedding sequel. Leah's vision was strong and she needed a designer and fellow artist she could trust to bring it to life. How did she feel about her wedding flowers before finding Atmospheric Floral? "Nervous!" she says. "I had a vision but was nervous about execution."



### SUSPENDED CLOUD AT HEAD TABLE

A focal point for the entire evening; the floral cloud was the epitome of Leah's dreamy vision.



### KING PROTEA BOUQUET

Leah finally got her dream bouquet for her wedding sequel.



### CUSTOM MOOD BOARD

We created this vision board as part of the proposal process.



THE ULTIMATE TESTIMONIAL

# *Amanda's Bouquet Tattoo*

While we specialize in grand installations, we still believe the bridal bouquet to be the single most important piece of any floral suite. We never skimp on the bouquet.

Amanda + Scott didn't have a specific vision in mind when we first met for a consultation. But Amanda knew what she liked - so much greenery, rich velvety burgundy, and flower crowns for everyone. After we created a vision for her and Scott, she was all in.

To say that she loved her bouquet is an understatement - she was so head-over-heels that she had it tattooed onto her back.

## THE COUPLE

*Amanda + Scott*

## SEASON

*Late Summer*

## THE VISION

Boho details, blue slate dresses, flower crowns, a symphony of fragrant greenery. For the bride - a dramatic cascading bouquet in deep burgundy and soft blue green.





### GREENERY WITH POPS OF TEAL

Tropical orange + teal in just a few pops, for maximum impact. Spot the touches of teal-kissed greens?



# *ALLY'S RAINFOREST DREAMLAND*



### NEUTRALS FOR THE WIN

An understated but always classy palette for the bridal party.

TRANSFORMATION

# Client Testimonials



★★★★★

*Ally said...*

Mary Jo + Atmospheric Floral completely delivered on our vision and more. She turned our venue into a whimsical yet timeless rainforest that will forever hold a special place in my heart.

★★★★★

*Annalise said...*

Thank you so much for all you did with our florals to make our New Year's Eve wedding PERFECT! You created a vision with us and executed it to a "T".



# WEDDING FLOWER *Process*

01

## COMPLIMENTARY CONSULTATION

After you schedule your consultation and share the details you have so far, we get to work even before the consultation begins. Definitely share what you have, but don't sweat it if you're in the early stages. This is where we love to help.

02

## PROPOSAL + VISIONARY STAGE

Our gorgeous, richly detailed custom proposal will show you what is possible. We'll reconnect to refine it for a second draft after you've had time to review it. Then we'll hold space for you to complete the booking process; a signed contract and 1/3 down is all it takes.

03

## FINALIZE

Six weeks out, we'll reach out to set up a final meeting to button up all of the details. We'll do a site visit, if needed, to make sure the vision fits the space beautifully. This is the exciting transition, from planning mode to Go Time.

04

## DELIVERY + PROFESSIONAL EXECUTION

We'll coordinate with your planner, venue, photographer, and timeline to plan our delivery and installation. Our team is a finely oiled machine - highly skilled, efficient, and tidy. We'll stay on site to flip after the ceremony and return to tear down.

# Investment *For our Services*

We'll create a custom proposal + estimate that is specific to your event, but these are guidelines to get you started.

## *Signature*

Our premium service starts at \$5,000 to ensure that we are able to make an impact with your florals. Enjoy our hallmark Client Experience - top tier quality flowers + service tailored to your story. Included at this level - personal flowers, ceremony statement piece, and guest table florals for most weddings up to 150 guests.



*\$5,000 - \$9,000*

## *Luxury*

For couples looking to transform the atmosphere of their venue. All of the florals of the Signature package and more - details like lush aisle florals, ceiling installations, lounge pieces, or other custom installations. We'll be on site from start to finish for a flawless execution of your vision.



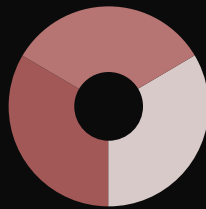
*\$10,000 +*

## BOOKING

# Payment Terms

## Easy Pay Installments

3 EQUAL PAYMENTS



1/3 non-refundable retainer is due upon booking



1/3 due midway between booking + the event



Balance due 30 days before the event, after finalizing call.

### Finalizing Stage

By this point, the plan is solid. All the final counts are in and florals are finalized.

### Fluid Vision Stage

Our goal is to nail down the best guess for the scope of florals.

Don't worry - we're not locked into specifics yet.

CLIENT EXPERIENCE

# *What to Expect*



*We'll work hand in hand with your planner and venue*



*Thoughtful, unusual, premium quality flower selections*



*Innovative, knowledgeable guidance from design to delivery*



*Site visit if needed, prior to finalizing*



*Full service delivery, installation, flipping, and tear down.*



*A highly organized process and thorough attention to detail*



*Consistent and prompt communication every step of the way*



*We lead with generosity and go the extra mile for you*

# *Frequently Asked Questions*

## *Q1. Do we need to know the specific flowers we want?*

Heck no! This is our specialty and where our experience is king. The magic happens when you trust us with your vision and we are able to select the flowers best suited to bring it to life. Where you have opinions, we want to hear and honor them. Beyond that, we don't want to be limited to what Pinterest offers and we'll never create a list of flowers for you to choose from. There are so many flowers we want you to meet - let us show you what is possible.

## *Q2. Do you offer rentals?*

Yes we do! From sturdy arch structures to vases and compote vessels to candles, we have collected a highly curated suite of pieces that meet our rigorous standards.

Because no one needs 25 compotes to deal with after their wedding, right?

## *Q3. Can we repurpose flowers from the ceremony to the reception?*

Absolutely! We want each of the floral pieces to enjoy maximum visibility and impact through the entire day. We'll lend our experience on how to best utilize ceremony pieces for maximum impact later in the day and design the pieces with both uses in mind. And we'll stay on site to flip them if needed.

## *Q4. What happens to the flowers at the end of the night?*

Great question. This is entirely up to you! We'll help pack them to send home with guests, or work with you to make other arrangements.

A large, textured tree trunk is the central focus, with several thick branches extending outwards. The tree is adorned with vibrant red floral decorations, including clusters of roses and smaller blossoms, interspersed with greenery. The background is a soft-focus forest with various shades of green foliage. The overall lighting is natural and slightly diffused, creating a serene and romantic atmosphere.

THESE ARE  
THE  
FLOWERS  
YOU'VE  
BEEN  
WAITING  
FOR.



Ready to  
BEGIN YOUR STORY?

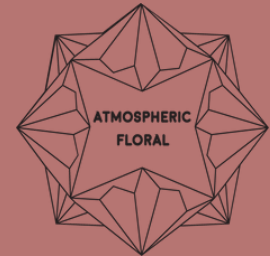


STEP 1

INQUIRE

STEP 2

SCHEDULE A  
CONSULT





PORTFOLIO + MORE  
[atmosphericfloral.com](https://atmosphericfloral.com)

STUDIO - BY APPT ONLY  
100 S. Baldwin St.  
Suite 201  
Madison, WI 53703

SEND US AN EMAIL  
[luminous@atmosphericfloral.com](mailto:luminous@atmosphericfloral.com)

ON SOCIAL MEDIA

 @atmosphericfloral

 @atmosphericfloral

 @atmosphericfloral

*You deserve flowers as unique as your love story. Let's create an experience the guests will rave about for years to come.*

*Mary Jo + Andrew*