



BUDGET HELP

MADE EASY

THE
BOTTLED BRONCO



LET'S MAKE THIS EASY

FIRST, THE **BASICS**

HOW MUCH IS A WEDDING ACTUALLY SUPPOSED TO COST?

Well, only you can answer that because it's your money and your party!

But we CAN tell you the average cost of an Alberta wedding as a starting point, and what percentage of that budget goes to what vendors, then you can work from there!

Stats show us that:

Weddings with less than 50 guests, averaged = \$30,000

Weddings with around 100 guests, averaged = \$50,000

Weddings with around 150 guests, averaged = \$70,000

On average, (We'll be saying that a lot) couples set aside about \$41,500 for their wedding, BUT it turns out, the average cost of a wedding for 100 guests is closer to \$50,000 and couples typically over spend by \$8,500!

Whether your budget is \$10,000 or \$100,000 the whole point of a budget is to stay within it, & not to over spend. But how? Breath We're hear to help!

Does this mean that your wedding is gonna cost you \$50,000? NO! But it does mean that you are likely to blow any budget you do have out of the water unless you have a solid plan!

For educational purposed we are going to use \$50,000 for our percentages below. You can however adjust these numbers accordingly to fit your end budget.

AVERAGE BUDGET

FOR 100 GUESTS IN 2024

Venue	26% of budget	\$13,000
Catering & Cake	13% of budget	\$6,500
Bar & Alcohol	10% of budget	\$5,000
Photography / Videography	10% of budget	\$5,000
Wedding Attire, Hair & Beauty	9% of budget	\$4,500
Flowers, Lighting, and Décor	9% of budget	\$4,700
Reception Music	6% of budget	\$3,000
Coordinator	6% of budget	\$3,000
Invitations and Stationery	3% of budget	\$1,500
Officiant and Ceremony Music	2% of budget	\$800
Transportation	2% of budget	\$1,000
Wedding Rings	2% (not inc. engagement ring)	\$1,000
Favors and Gifts	2% of budget	\$1,000

TOTAL: \$50,000

LET'S BREAK IT DOWN

WHY ARE FOOD & ALCOHOL SUCH A LARGE PART OF YOUR BUDGET?

No it's not just because we are biased, we promise!

The straightforward answer is: These expenses grow with your guest count. As most weddings have a large guest count, food and alcohol costs quickly increase.

Assume that you have a \$30,000 wedding budget and want to invite 100 people. Consider a wedding reception, you generally have cocktail hour, dinner, then a dance party where guests consume a lot of alcohol, followed by a midnight snack.

LET'S LOOK AT THE COST **PER PERSON**

Cocktail Hour (usually 2 hours) = 3 drinks (and maybe appetizers).

\$20/person

Dinner = Food, Cake + Wine and other beverages: \$85/person

Dance Party = 1 Drink per guest, per hour = \$30/person

Midnight Snack = \$15/person

Total per person for food and alcohol: \$150

This makes the total cost for food and alcohol for 100 guests = \$15,000.

That is 50% of the total budget of \$30,000.

As you can see in the example above, food and alcohol expenses can quickly consume a significant portion of your wedding budget. Knowing this can help you create a realistic wedding plan and budget breakdown.

It also means the easiest way to shrink your expenses is to shrink your guest list.

But we understand if that isn't your first choice.

We get it, but don't forget ... more people does not mean a better party! How many people on your guest list were invited due to obligation or even pity? How many of those guests will show up, out of obligation or pity, and simply eat and leave soon after? If they aren't adding to your experience & celebration do you truly want / need them there?

Ugh ...

BUT there are more options to save your budget Fear not!

MAKING MONEY OFF YOUR BAR

SOURCING YOUR ALCOHOL



We totally understand that weddings aren't cheap! So here are a couple budget tips specifically for your wedding bar to help your bottom line: We'll recommend our personal favorites at the end.

NO. 1

COSTCO VS LOCAL

There are cheaper options than Costco! Wait, What? Hear me out ... Costco cannot be beat on some things, like wine! BUT for everything else they offer large volumes. This means that you get to return less.

Now, let's talk local. Most local liquor stores will agree to a discount on large orders. You need to ask for "Cost + 10%" this is the same pricing by volume that Costco has EXCEPT you are buying smaller bottles. You want smaller bottles because you will be able to return more volume at the end of your event. More returned means more money back in your pocket!

Savings \$200 vs purchasing from Costco

NO. 2

ALCOHOL REGISTRY

Lots of couples already live together and are opting out of having a registry because they simply have everything they need.

Instead of opting out of a registry, consider creating an alcohol registry! This registry can be sent out with your Bridal shower invites, Engagement party invites &/or your wedding Invitations!

Guests love how easy it is to grab a bottle of rum or case of beer vs trying to pick out a toaster or the perfect spatula!

Savings with 50 guests = \$300

Savings with 100 guests = \$500

NO. 3

B.Y.O.B - BRING YOUR OWN BOOZE

THERE ARE LOTS OF IFS WITH THIS ONE

IF you are on your own or a family member's private property you do not need a liquor license! IF you do not need a liquor license & your guests are camping on site, you can consider this option.

Let your friends know that you will have all the basics for alcohol BUT they are welcome to bring their own alcohol if they have a preferred beverage of choice. ALL your guests who are big drinkers WILL choose to bring their own alcohol, meaning they will drink less of yours!

(If you are required to hold a liquor license, because you are on rented/venue property, then technically this is not allowed. You "The host" legally must supply all the alcohol. Will we tell on you? Absolutely not!

Savings with 50 guests = \$500

Savings with 100 guests = \$1000

MAKING MONEY OFF YOUR BAR

HOW YOU SERVE



NO. 4

LIMITED BAR FOR COCKTAIL HOUR

Opting to have a Limited Menu over cocktail hour, will save you in the long run! A Limited Bar typically consists of beer, wine &/or Prosecco because these cost 1/2 of what hard alcohol does per serving.

Instead of 100 guests consuming \$400 in alcohol over 2 hours they will only consume \$200. Savings = \$200 just in consumed alcohol over 2 hours.

In addition you could opt for a cute Self Serve Station. This will act as an additional focal point / decor & cut down on the number of service hours you pay your bartenders. This could save you an additional \$120 - \$240 depending on if you want us to start service for dinner or start service after dinner.

Total Savings with 50 guests = \$220

Total Savings with 100 guests = \$400

Note: You will need to appoint someone to fill & ice the drink station so it's ready for self serve.

NO. 5

IT'S GOING TO BE A LONG DAY

Consider bumping your ceremony. The later your ceremony, the the cheaper your alcohol & food costs will be. The earlier guests start drinking, the earlier you need to feed them (cocktail hour appetizers), & the earlier they eat dinner the hungrier & more they will eat at midnight dinner.

For example, a 3pm Ceremony means cocktail hour would start around 3:30pm. This gives the couple 2 hours for formal photos before dinner. (2hours is a lot!)

This does a couple things:

- It cuts service hours down by 2hrs for a lot of couples, from a 1pm-3pm ceremony.
- It saves you 2 hours of consumption costs.
- It eliminates the need for appetizers.

Savings:

- \$120 in bartenders
- \$600 in consumption
- \$1,200 in appetizers (not included in savings calculated below)

PRO TIP:

THERE IS NO COST BENEFIT TO SERVING A KEG, JUST THE POTENTIAL FOR MORE WASTED ALCOHOL.

MAKING MONEY OFF YOUR BAR

CASH VS DONATION BAR



NO. 6

CASH BAR

\$3 bar is the new Toonie bar, and No One is upset about a \$3 beer! (except maybe your mother in-law, but it's not her wedding)

With inflation couples now need to charge \$3 to cover the cost of alcohol.

Or if you are comfortable charging \$5/drink and up, guests usually assume that we, the bar are setting the prices, (wink wink) and we're happy to let them think that!

We have a tap machine for convenience and we promise you that no one goes home early because drinks are \$5.

They pay \$12 for a beer at a hockey game and no one bats an eye!

\$3 Drink Profits with 50 guests = \$1,500	That's an additional \$500 vs a \$2 bar
\$3 Drink Profits with 100 guests = \$3,000	That's an additional \$1,000 vs a \$2 bar

\$5/Drink Profits with 50 guests = \$2,500	That's an additional \$1,500 vs a \$2 bar
\$5/ Drink Profits with 100 guests = \$5,000	That's an additional \$3,000 vs a \$2 bar

NO. 7

DONATION BAR

Another option, opposed to a cash bar, is a donation bar. This style of bar typically has an explanation for guests at the bar.

Example: No one needs to carry pockets full of change. Simply make a donation once, receive your wrist band and enjoy free flowing drinks for the rest of the night!

Our bar staff will hand out wrist bands as donations come in.

Generally speaking, couples make the same from a donation bar as they would from a \$3 bar, the difference is that there's typically only 1-2 main contributors at the donation bar.

PRO TIPS:

NO. 1

DO NOT LET YOUR BRIDAL PARTY DRINK FOR FREE. THEY ARE HAPPY TO SUPPORT YOU AND WILL DRINK THE MOST. INSTEAD CONSIDER 2-5 FREE DRINKS TICKETS.

NO. 2

INSTEAD OF TABLE WINE ON EVERY TABLE, ELIMINATE WASTE BY LETTING GUESTS WHO WANT WINE COME TO THE BAR FOR A FREE GLASS OR BOTTLE OF WINE TO TAKE BACK TO THEIR TABLE.

MAKING MONEY OFF YOUR BAR

GAMES & FUNDS



NO. 8

MORE COW BELL

We offer a Kissing Game! The MC will announce the game and the rules to play, and then this game happens in the background during the reception. The bar staff will encourage guests to put \$\$ in a honeymoon jar for the couple. Every time the \$ amount reaches \$100 a guest gets to ring the Cowbell!

Each time the cowbell is rung, everyone start counting down from 10, 9, 8 ... The couple then has those 10 seconds to find each other for the most intimate kiss of their lives!

We encourage your friends & family to get creative in ways to prevent you from reaching each other or to GENTLY restrain you. This is the fun part and why guests go nuts over this game!

If the couple DOES NOT make it ... they are punished with SHOTS!!

We are happy to have a code & to feed you juice shots, we do not need you puking on your wedding night!

Profits = \$600 to \$1200 depending on your crowd.



NO. 9

HONEYMOON FUND

The Honeymoon Fund, typically placed on the Gifts & Cards table, this jar gives guests the option to offer something extra to the new couple! We encourage placing the Honeymoon Jar on the Gifts and Cards Table to ensure that everyone sees it first thing and placing it there also results in larger bills opposed to loonies & toonies when placed at the bar. The Honeymoon fund is then put away with the cards at dinner to prevent anything unfortunate from happening.

Donations = \$300 to \$600

"TOO MANY OPTIONS ... TOO MANY WORDS.
JUST TELL ME WHAT TO DO!"

WE'VE GOT YOU

OUR FAVORIT OPTIONS TO COMBINE ARE: NO. 1,5,6,&8

50 GUESTS ✨

Couples will spend on average
\$1,000
on alcohol for 50 people.

100 GUESTS ✨

Couples will spend on average
\$2,000
on alcohol for 100 people.

\$3 BAR

Typically equals a minimum of
\$3,320 in saved/recovered costs!

MEANING AFTER YOU HAVE
PAID FOR ALCOHOL
& OUR SERVICES
YOU WOULD PROFIT AROUND
+\$70. VS PAYING -\$2,950

\$3 BAR

Typically equals a minimum of
\$4,920 in saved/recovered costs!

MAKING THE TOTAL COST
FOR ALCOHOL &
OUR SERVICES AROUND
-\$520 VS -\$4,400

\$5 BAR

Typically equals a minimum of
\$4,320 in saved/recovered costs!

MEANING AFTER YOU HAVE
PAID FOR ALCOHOL
& OUR SERVICES
YOU WOULD PROFIT AROUND
+\$1,070. VS PAYING -\$2,950

\$5 BAR

Typically equals a minimum of
\$6,920 in saved/recovered costs!

MEANING AFTER YOU HAVE
PAID FOR ALCOHOL & OUR
SERVICES YOU WOULD
PROFIT AROUND
+\$2,520 VS PAYING -\$4,400

EVERYONE DESERVES LOVE & TEQUILA

If your mind ain't blown, then we probably are not the business for you...
If it IS, welcome to The Bottled Bronco family!

We are ALWAYS here & happy to help!



TRULY LOCAL

THE
BOTTLED BRONCO

we throw one hell of a party

PRINTABLE BUDGET

<u>Category</u>	<u>Percentage</u>	<u>Category Budget</u>
* <input type="checkbox"/> Venue	26%	
<input type="checkbox"/> Catering & Cake	13%	
<input type="checkbox"/> Bar & Alcohol	10%	
<input type="checkbox"/> Photography / Videography	10%	
<input type="checkbox"/> Wedding Attire, Hair & Beauty	9%	
<input type="checkbox"/> Flowers, Lighting, and Décor	9%	
<input type="checkbox"/> Reception Music	6%	
<input type="checkbox"/> Coordinator	6%	
<input type="checkbox"/> Invitations and Stationery	3%	
<input type="checkbox"/> Officiant and Ceremony Music	2%	
<input type="checkbox"/> Transportation	2%	
<input type="checkbox"/> Wedding Rings	2%	(not inc. engagement ring)
<input type="checkbox"/> Favors and Gifts	2%	

TOTAL: \$ _____

- Step 1: Choose your TOTAL Budget to work with.
- Step 2: Star * your favorite categories.
- Step 3: Cross out categories you do not want.
- Step 4: Add the % of crossed out categories to your starred categories %
- Step 5: Calculate your category budget using your TOTAL & your new percentages.

Example:

Reception music

$$\text{TOTAL } (\$30,000) \times \text{Percentage } (0.09) = \$2,700$$

Now you know, if you have a budget of \$30,000 your Reception music, whether it's a band, DJ or other, has to be under \$2,700. Once you have booked your vendor you can reverse the math to change your percentage. If you only spent 6% of your budget on a DJ you can relocate that 3% somewhere else.