



*Krista's Birthday Concepts*

**YOUR WISH. YOUR WAY. YOUR BIRTHDAY**

**WE PLAN & DESIGN BIRTHDAYS ON A REALISTIC BUDGET**

**2022-2023 BROCHURE**

**FOR YOU AND ESPECIALLY YOU!**



## Dear Future KBDAYK Client:

Thank you for allowing Krista's Event Concepts LLC./Krista's Birthday Concepts the opportunity to send this proposal/brochure highlighting our custom birthday planning & design services. We pride ourselves on working closely with our clients to plan and execute birthday plans and designs that are memorable and special. I can be reached during business hours 10:00 am and 4:00pm at 404.907.3417 however I encourage you to make an appointment via email at [kbdayk@gmail.com](mailto:kbdayk@gmail.com) 7 days a week at any time.

When you move forward with us, your birthday event will sure to be flawlessly executed. I will personally oversee the entire event, and I will have an assistant on hand to ensure execution is seamless. I will be handling all aspects of the Event Design, as well as setting up meetings with and booking outside vendors for props as needed. I will keep in close contact with you throughout the entire process to ensure that we are always on the same page.

As with all of my events, I will be setting up meetings with you, vendors as needed, and myself within the weeks leading up to the event date to make sure everyone is abreast of what is going on.

Our team genuinely looks forward to working with you.

Eventfully Yours,

*Krista D. Long*



*Krista's Birthday Concepts*  
[www.kbdayk.com](http://www.kbdayk.com)





# ABOUT KRISTA



## KRISTA D. LONG

**LEAD CERTIFIED BIRTHDAY PLANNER**  
**LEAD CERTIFIED BIRTHDAY DESIGNER**

Krista Long obtained her Undergraduate Degree in Business Marketing from Clark Atlanta University. She later obtained her International Certification in Event Planning and Design from Correlations LLC. and became one of the first Alumni of Correlations LLC. She opened Krista's Event Concepts LLC. in 2013. A privately owned Event Planning services company that encourages clients to party on a realistic budget. By 2017, she launched Krista's Birthday Concepts a specialized sector of the company due to the high demand she received. for Adult Birthdays. She found her niche! Well...her niche found her! It was the best decision she made! In business since March 2013, she has successfully planned, coordinated & designed events ranging from 50-300 guests. These events range from private social gatherings, corporate meetings and building events, office parties, occasionally weddings but especially BIRTHDAYS!

Krista is "the" **Premier Adult Birthday Party Planner and Designer**. She is dedicated to providing professional, quality, unique, creative, outstanding, unmatched services to all clients. All the while remaining within a budget that makes sense!



# WHY MILESTONE BIRTHDAYS?



We LOVE Birthday Celebrations!

**"There is no other event in someone's life that focuses solely on commemorating a person's 'trip around the sun' in any given year!" -Krista**

After research, we found that people had the desire to plan *extravagant affairs* witnessed on television, magazines or even on social media. However they did not have a concept for the costs of such events. We made it our mission to create **planning** packages that were realistic. Our packages include all areas needed for a fully executed and well planned birthday! This includes researching several venues, vendor types, and inventory rental items commonly used for birthday celebrations all the while acquiring inventory of our own.

When creating a theme or color scheme, our job became even more essential when we made the decision to create packages with realistic yet affordable **design** budgets. Doing this helped clients achieve their visual goals for a memorable design vision by adding our flavor for their special day i.e. our "Koncept"!



# OUR TEAM

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Our team loves Birthday Celebrations! Jasmine & Laretta are very professional. Both have a background in Business, Event Planning & Event Design execution. If Krista ever gets too busy with handling logistics to help make your Birthday your best birthday yet, they are always available to answer any questions. They are the best! Our client's love them! If either of them are on vacation, Krista will make sure that someone professional is in place to assist with any of your event needs. Their email is [kek.personalassistant@gmail.com](mailto:kek.personalassistant@gmail.com)

## KBDAYK TEAM



**JASMINE ATKINS**  
**PERSONAL ASSISTANT**  
CLARK ATLANTA UNIVERSITY ALUMNI



**LAURETTA WILLIAMS**  
**LEAD SPECIALTY DESIGNER**  
ART INSTITUTE OF ATLANTA ALUMNI



# **KBDAYK UNFORGETTABLE BIRTHDAY**

## **"DESIGN" PACKAGES**

### **CUSTOM DESIGN**

**EVENT DESIGN IS A LUXURY! WE CREATE A CUSTOM LOOK FOR YOUR THEME & BIRTHDAY FROM SCRATCH**

#### **EACH PACKAGE INCLUDES:**

- Custom Stationary (favor tags, water bottle labels , signage, and banner)
- Custom Centerpiece creations
- Floral Themes
- Balloon Decorations (Garland/Columns)
- Crisp Linen Table covers- round & rectangular (available in white or black)
- Premium Flatware the fit the theme (forks, spoons, and knives)
- Theme/Color Scheme napkins
- Place Settings including Charger Plates ( Silver or Gold)
- Vases of all height combine to achieve an elegant look
- Cake Table/Dessert Bar with Backdrop -desserts sold separately\*
- Gift Table
- Head Table (Guest of Honor)
- Guests Tables
- Full Design Floorplan Layout
- Party favors
- Other Custom Surprises\*
  - \*\*\*Krista likes to add creative surprises for her clients\*\*\*

*Check out our Birthday Design Packages*

**BRONZE**

**SILVER**

**GOLD**

**PLATINUM**

All Packages include 7% sales tax  
Setup & Breakdown included



# KBDAYK UNFORGETTABLE BIRTHDAY "DESIGN" PACKAGE

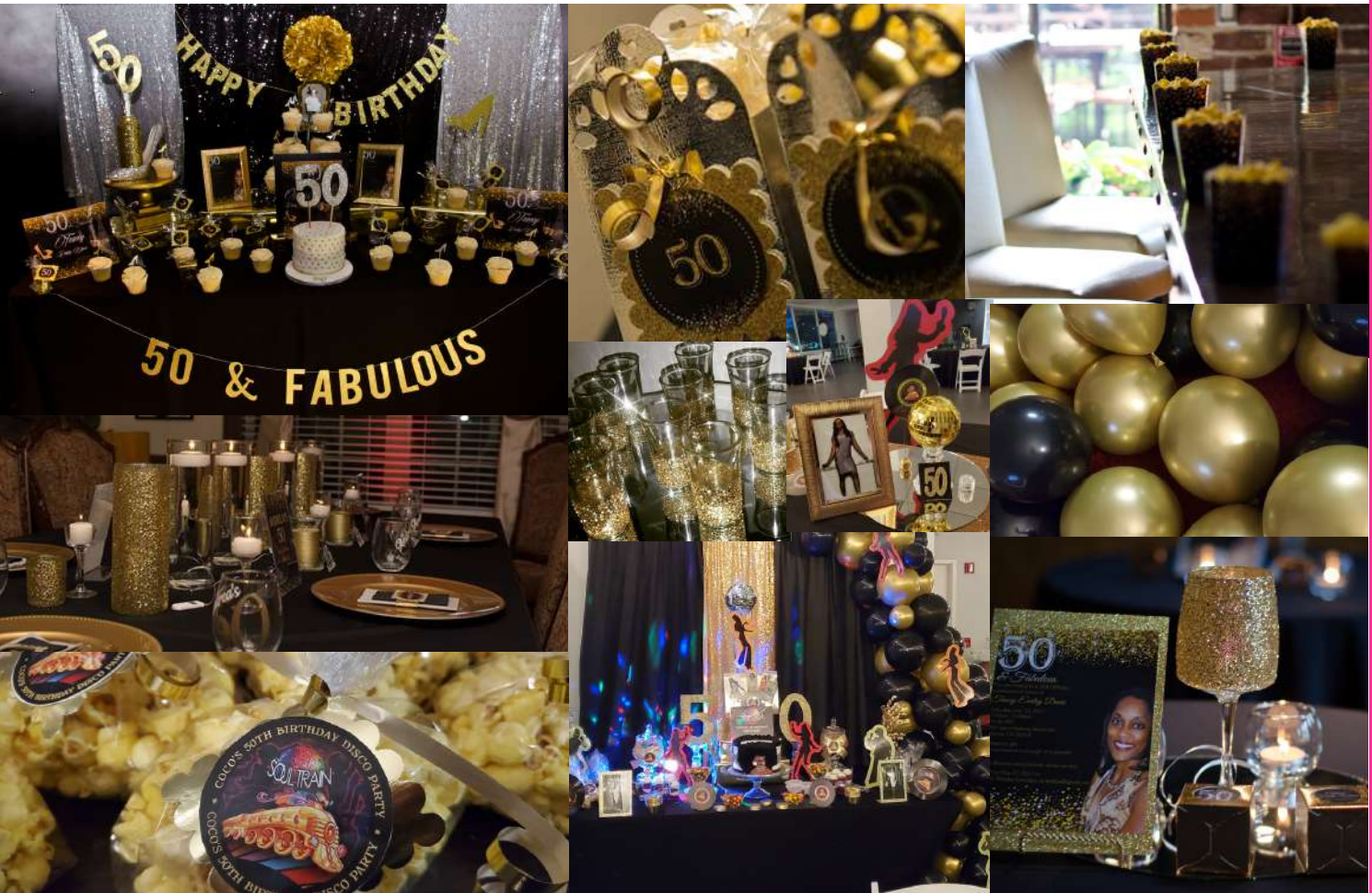
## BRONZE

### SIMPLY UNFORGETTABLE BIRTHDAY KONCEPT

**\$2000**

This package is SIMPLY elegant! Just the right amount of class to fill the party area. This is for the "in home" celebration, clubhouse, restaurant party room, rooftop space, AirBnB or smaller venue. 3 party area rooms will be decorated. Additional rooms invoiced at \$195 per room. 5 rooms maximum  
Package for up to 25 guests maximum

All Packages include 7% sales tax  
Setup & Breakdown included



# KBDAYK UNFORGETTABLE BIRTHDAY "DESIGN" PACKAGE

## SILVER

### BEAUTIFULLY UNFORGETTABLE BIRTHDAY KONCEPT \$2200

This Design is so BEAUTIFUL. All of the custom designs fill the space beautifully. Everything has a touch of class and detail that your guests are sure to remember. This design makes the Guest Of Honor feel like the *focal point* with the level of detail executed. Floorplan layout provided based on venue location. Custom stationary, Balloon Garland Backdrop, Curtain Backdrop, Linen, and Centerpieces all inclusive. up to 50 guests maximum

All Packages include 7% sales tax  
Setup & Breakdown included





# KBDAYK UNFORGETTABLE BIRTHDAY "DESIGN" PACKAGE

**GOLD**

## **FABULOUSLY UNFORGETTABLE BIRTHDAY KONCEPT**

**\$2400**

This Design is a complete **WOW** factor and **FABULOUS!** Upon entry your guests will feel like they've entered the event of the year! The guest of honor will feel like royalty. Beautiful custom designs will fill the party area and you will be more than happy with the feedback. Custom stationary, Balloon Garland Backdrops, Curtain Backdrops, Linen tablecloths, Silk Custom Centerpieces, Dessert/Cake Table, Gift Table, Place Settings to achieve a tablescape and Photobooth Area all inclusive.

up to 75 guests maximum

All Packages include 7% sales tax  
Setup & Breakdown included





# KBDAYK UNFORGETTABLE BIRTHDAY "DESIGN" PACKAGE

## PLATINUM

## ULTIMATE UNFORGETTABLE BIRTHDAY KONCEPT

**\$2600**

This Design is the **Ultimate WOW** factor and surprise for you are your guests. Upon entry your guests will feel like they've entered the most detailed event ever! The guest of honor will easily feel like royalty. Beautiful custom designs will fill the party area and you will be more than happy with the feedback. Custom stationery, Balloon Garland Backdrops, Curtain Backdrops, Linen tablecloths, Silk Custom Centerpieces, Votives, Vases with floating candles, Dessert/Cake Table, Gift Table, Place Settings to achieve a tablespace and Photobooth Area all inclusive. up to 100 guests maximum

All Packages include 7% sales tax  
Setup & Breakdown included





# **KBDAYK UNFORGETTABLE BIRTHDAY** **"PLANNING" PACKAGES**

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## **BASIC BIRTHDAY KONCEPT PLAN**

### **YOU PLAN, WE CONSULT**

Simple planning services to help you with an overview of your entire birthday. One on one professional consulting for 8 hours to help you plan your birthday. Includes planning tools and worksheets to assist with the process. Assistance keeping you organized. Additional consulting billed at \$195 per hour.

**\$2345**

## **IN-BETWEEN BIRTHDAY KONCEPT PLAN**

### **PARTIAL PLANNING**

Partial Event Planning Services. This package is for the client who has started the planning process however is still seeking vendors or maybe deciding the perfect venue and needs assistance tying up loose ends. Planner handles all vendor management and correspondence acting as event liaison for anything that may arise. Includes set up only on event day. This package is perfect you.

**\$2745**

## **DELUXE BIRTHDAY KONCEPT PLAN**

### **FULL SERVICE PLANNING**

Complete Full Service Event Planning from start to finish of the entire birthday celebration. All Logistics included and accounted for throughout the entire planning process making things seamless for you. An outline of the timeline, day of coordination, floorplan etc. Full Day of Coordination is included in this packages. Set-up & Breakdown vendor management include. This package is for the client that need help with everything and wants to be hands off and enjoy the celebration without having to lift a finger.

**\$2945**



# THE UNFORGETTABLE BIRTHDAY PLANNING & DESIGN PACKAGE

PLATINUM

FULL SERVICE PLANNING & FULL SERVICE DESIGNING

**\$5000**

THIS PACKAGE IS OUR ULTIMATE MOST SOUGHT AFTER PACKAGE IT INCLUDES THE DELUXE BIRTHDAY PLANNING KONCEPT & THE FABULOUSLY UNFORGETTABLE KONCEPT! \*\*PHOTOGRAPHY & DJ\*\* EVERYTHING YOU WOULD EVER NEED FROM START TO FINISH WITH A FEW SPECIAL BONUS COMPONENTS CUSTOM CREATED BY THE DESIGN TEAM 75-100 GUESTS MAXIMUM





# **KBDAYK BOOKING PROCESS**

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**AFTER REVIEWING THIS BROCHURE IN IT'S ENTIRETY,  
IF YOU WOULD LIKE TO FURTHER DISCUSS YOUR  
BIRTHDAY CELEBRATION PRIOR TO BOOKING  
PLEASE BOOK A CONSULTATION CALL AT  
[www.kristaseventkoncepts.com/contact](http://www.kristaseventkoncepts.com/contact)**

- **INQUIRE**
- **15 MINUTE CONSULTATION**
- **REVIEW PROPOSAL**
- **PAY RETAINER ONLINE (\$125.00)**
- **CHOOSE A PACKAGE**
- **SIGN THE QUOTE**
- **SIGN THE CONTRACT WITHIN  
24 HOURS**
- **PAY DEPOSIT (TBD)**
- **PLANNING/DESIGN SERVICES BEGIN**



# CUSTOM QUOTES ARE AVAILABLE

**Custom Quotes are available for events exceeding 100 guests with a required minimum budget of \$5K**

Krista is more than happy to draft a personal full quote for your birthday.

Submit the pre-consultation form on the website at [www.kristaseventkoncepts.com/contact](http://www.kristaseventkoncepts.com/contact) and a member of the team will contact you to schedule a phone consultation.

You will then be invoiced \$275. Once received, Krista will call to discuss your vision. You will receive your full quote within 1 week of the request date to use as needed. When you choose to book KBDAYK to execute the birthday, the \$275 will be deducted from your overall event package/budget total.

## **THIS QUOTE MAY INCLUDE BUT IS NOT LIMITED TO:**

**3 VENUES**

**SPECIALTY VENDORS:**

**2 DISK JOCKEYS**

**2 CATERERS**

**2 PHOTOGRAPHERS**

**2 LUXURY PHOTOBOOTH**

**2 BAKERS/PASTRY CHEFS**

**STATIONARY**

**FLORISTS**

**ENTERTAINMENT**

**SPEAKERS**

**BARTENDERS**

**SERVERS**

**SINGERS**

**EVENT PLANNING PACKAGE RECOMMENDATION**

**EVENT DESIGN RECOMMENDATION**

**AND ANY OTHER VENDORS YOU MAY WANT TO USE**

*(not to exceed 15 vendors)*

*For Budgets over \$10k a 20% Event Services Fee is automatically charged*



# **KBDAYK INVITES YOU!**

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**At this time the KBDAYK Team invites you to Hire us for services. We look forward to helping you execute the best birthday ever for you or your loved one!**

**Your Non-refundable retainer can be paid online at [www.kbdayk.com](http://www.kbdayk.com)  
Scroll to the bottom of the screen & Click the PayPal Link: Buy Now**

**Krista is so excited to be your Birthday Planner, your Birthday Designer or Both!**



**WE LOOK FORWARD TO CELEBRATING WITH YOU!**

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**For more information please visit**

**[www.kbdayk.com](http://www.kbdayk.com)**

**Krista's Birthday Koncepts  
a sector of Krista's Event Koncepts LLC.**

**Phone: 404.907.3417**

**Email: [kbdayk@gmail.com](mailto:kbdayk@gmail.com)**

**Connect with us**

**Facebook: Krista's Birthday Koncepts**

**Instagram: [@kbirthday](https://www.instagram.com/kbirthday) [#kbdayk](https://www.instagram.com/kbdayk)**

