



THE BIG FAKE *wedding*

“

It's such a *brilliant* idea!”

- The TODAY Show



THE BIG FAKE WEDDING
EXISTS TO PROMOTE SMALL
BUSINESSES, TO INSPIRE
BRIDES AND GROOMS, AND
TO ENCOURAGE SOLID AND
COMMITTED MARRIAGES.

We create a platform where small businesses can showcase themselves at their best, and we provide a space for authentic conversations and relationships to develop. The result is a network of like-minded small business owners with future clients at their fingertips.



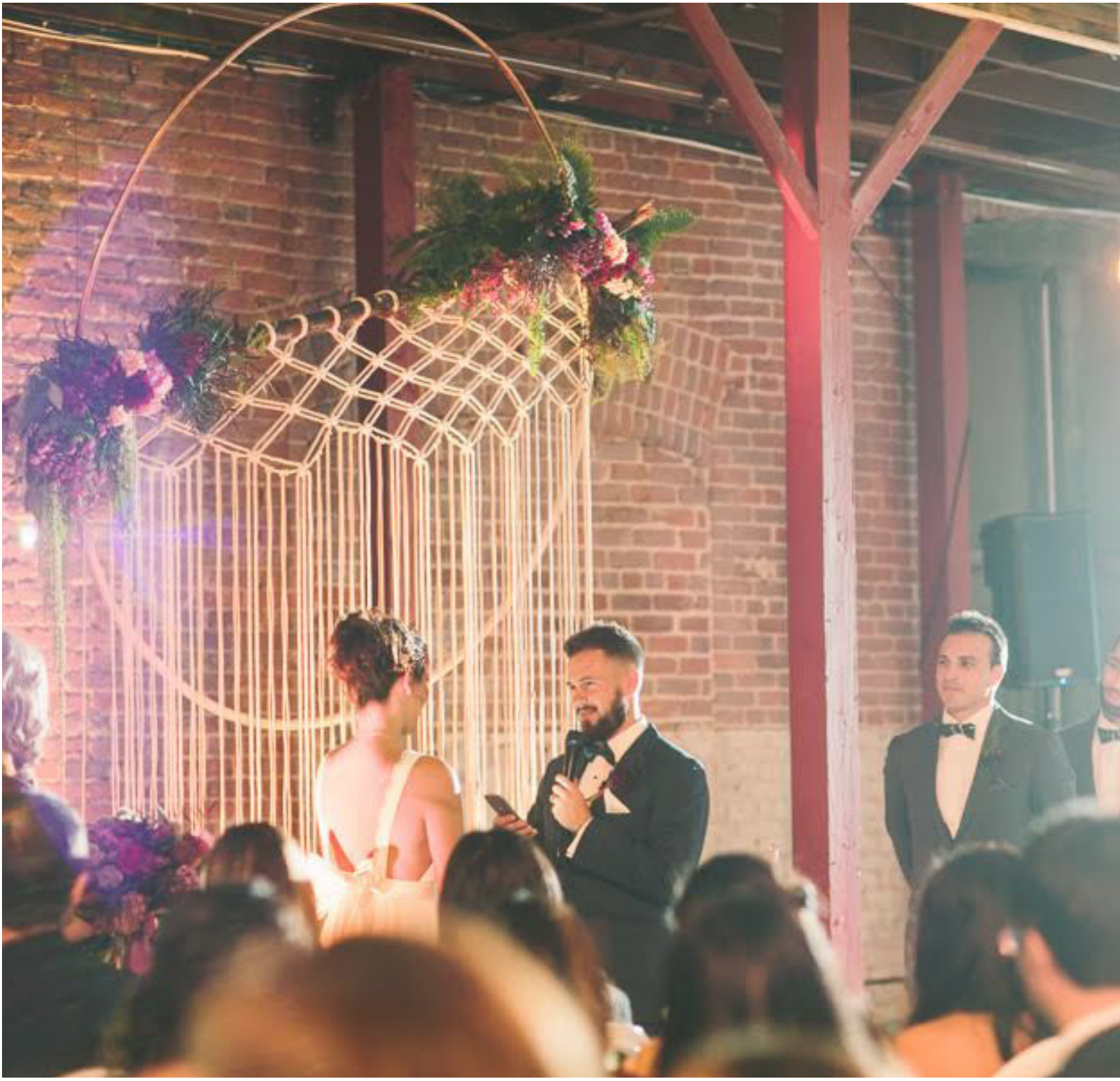
HISTORY + VISION

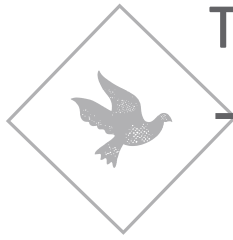
Eight years ago, photographer Callie Murray was looking to promote her new business. She knew that photographing weddings usually led to the greatest success at booking new clients, as guests had seen her in action and connected to the photos she was able to share after the event. Relationships with other vendors formed at each wedding she photographed most often led to new bookings, as well. With this realization, Callie instinctively knew an “in-action” event would showcase the talents of vendors like herself in a completely new and fresh way. This realization led to the creation of The Big Fake Wedding,



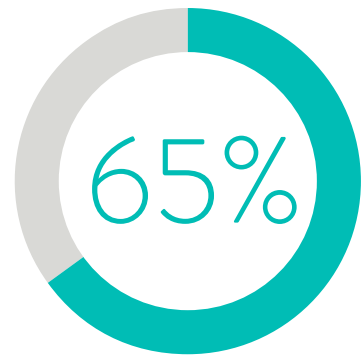
AN EXPERIENTIAL MARKETING EVENT THAT HAS REVOLUTIONIZED THE WAY WEDDING BRANDS CONNECT TO THOSE PLANNING A WEDDING.

Complete with dinner and drinks, an emotional ceremony and a dance-party reception, The Big Fake Wedding (formerly known as The NotWedding) is the most uniquely curated and far-reaching experiential marketing opportunity in the wedding industry.





THE VALUE OF EXPERIENTIAL MARKETING



OF ALL NEW BUSINESS
IS THE RESULT OF A REFERRAL.

– NEW YORK TIMES



OF PEOPLE AGREED THAT SEEING
A PRODUCT OR SERVICE THROUGH
AN EXPERIENTIAL MARKETING
CAMPAIGN MAKES THEM MORE
INCLINED TO PURCHASE IT.

– EVENTTRACK

TRADE SHOWS AND EVENTS ARE THE SECOND
MOST EFFECTIVE TACTIC IN A MARKETER'S MIX,
AFTER THEIR COMPANY WEBSITE.

– FORRESTER

“

“Our participation in
The Big Fake Wedding increased
our exposure without a doubt,
and we continue to get
regular referrals
from talented vendors we had
the pleasure of working with at
the events.”

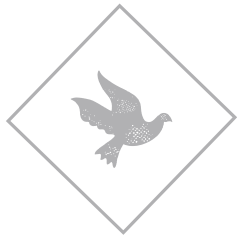
– Kate, Incer Studios

“

“Never in all my years in this
business have I imagined such
a fantastic way to translate
how hard vendors work
to an engaged couple...

What The Big Fake Wedding
does for its participants is
incomparable
to social media, blast e-mailing
and advertisements.”

– Danielle, a day-of coordinator



THE BIG FAKE WEDDING PROVIDES UNPARALLELED OPPORTUNITY AND EXPOSURE TO WEDDING VENDORS AND BRANDS.

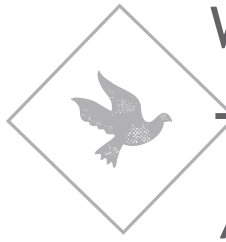
VENDORS + BRANDS RECEIVE:

- face-to-face interactions with potential customers who are able to hear, taste, feel and truly experience their products or services firsthand
- relationships with like-minded local wedding vendors who serve as a source of both referrals and support
- curated creative content produced from the event that may include photos, video and media coverage
- an opportunity to show off their style without the constraints of a paying client



“Undoubtedly, this single-handedly
launched my brand
to where it is today.”

- Amy, amy osaba event.floral.design



WHAT YOU RECEIVE

AS A PARTICIPATING VENDOR, HERE'S WHAT TO EXPECT:

CONSISTENT BRANDING

Since our vendors tend to have a similar aesthetic and clientele, the event is great for brand association.

WEB PRESENCE

Your logo and link to your website will be included on the city-specific event page on The Big Fake Wedding website that will be accessible even after the event.

NETWORKING OPPORTUNITIES

You'll receive the contact information for the participating vendors, as you'll be encouraged to collaborate. You will also be invited to "The Cocktail Hour" before the event to meet the other vendors before the craziness of the big day. Working alongside other like-minded vendors builds a great referral base.

ON-SITE RECOGNITION

Guests will experience your product or service firsthand, and you can hand out collateral in the Tunnel of Love. Your information will be in the printed vendor guide, and you'll receive the lead list of opt-in guests.

POST-EVENT COVERAGE

The event will be shared by The Big Fake Wedding blog and website and will be submitted to our local and national media partners for editorial consideration. You will also be able to use photos from the event in your own marketing efforts.

A CHALLENGE

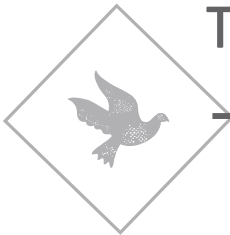
Vendors enjoy the challenge provided by the Inspiration Board at each event. They appreciate the freedom to truly show off their style and talent without the oversight of a client calling the shots.



“...the *end-all-be-all* of wedding events.”

- Style Me Pretty





THE BIG FAKE WEDDING STATS

AVERAGE OF

35

LOCAL
VENDORS
PER EVENT

200

AVERAGE
NUMBER OF
GUESTS PER
EVENT

\$1,000,000

value of advertising
from media partnerships

100+

MEDIA
PARTNERS
EVERY YEAR

INCLUDING

EACH EVENT RECEIVES OVER

500,000

IMPRESSIONS

Ruffled

Here Comes
THE GUIDE

weddings
unveiled

BRIDES



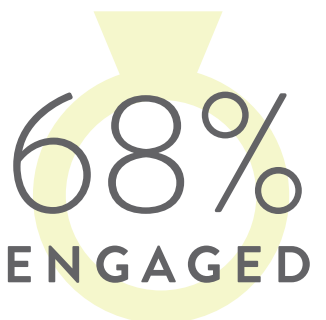
WEDDINGWIRE



EVENT GUESTS:

89% FEMALE

11% MALE



68%
ENGAGED

RALEIGH 2016 WAS OUR

100TH EVENT

NATIONAL PRESS INCLUDES



TODAY

YAHOO!

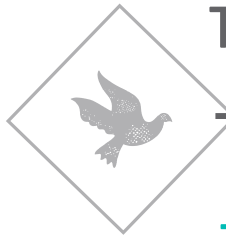
Daily Mail

A photograph of a wedding party outdoors. A bride in a white dress and multiple pearl necklaces holds a large bouquet of flowers. A groom in a grey suit and bow tie stands next to her, smiling. Two bridesmaids in grey dresses stand on either side of the couple, also smiling. The background is a blurred outdoor setting with greenery and a brick wall.

“

“Our business has grown with each city and
the client & vendor relationships
we have made would have never been possible.”

—Laura, Luxury Concierge Travel



THE BIGGEST FAKE WEDDING

THE BIGGEST FAKE WEDDING ALLOWS ALUMNI VENDORS FROM ACROSS THE COUNTRY TO CONNECT ON A DEEP PERSONAL LEVEL WHILE ALSO LEARNING FROM OTHERS IN THE INDUSTRY, CREATING INCREDIBLE CREATIVE CONTENT TOGETHER, AND NETWORKING WITH SPECIAL GUESTS.

Think of it as a destination wedding, as vendors will be able to stay on-site and enjoy meals together throughout the two days. It will be part retreat, part conference/workshop, part styled-shoot and part networking-party.

Interested in hearing more? Contact LB@thebigfakewedding.com



NEW!



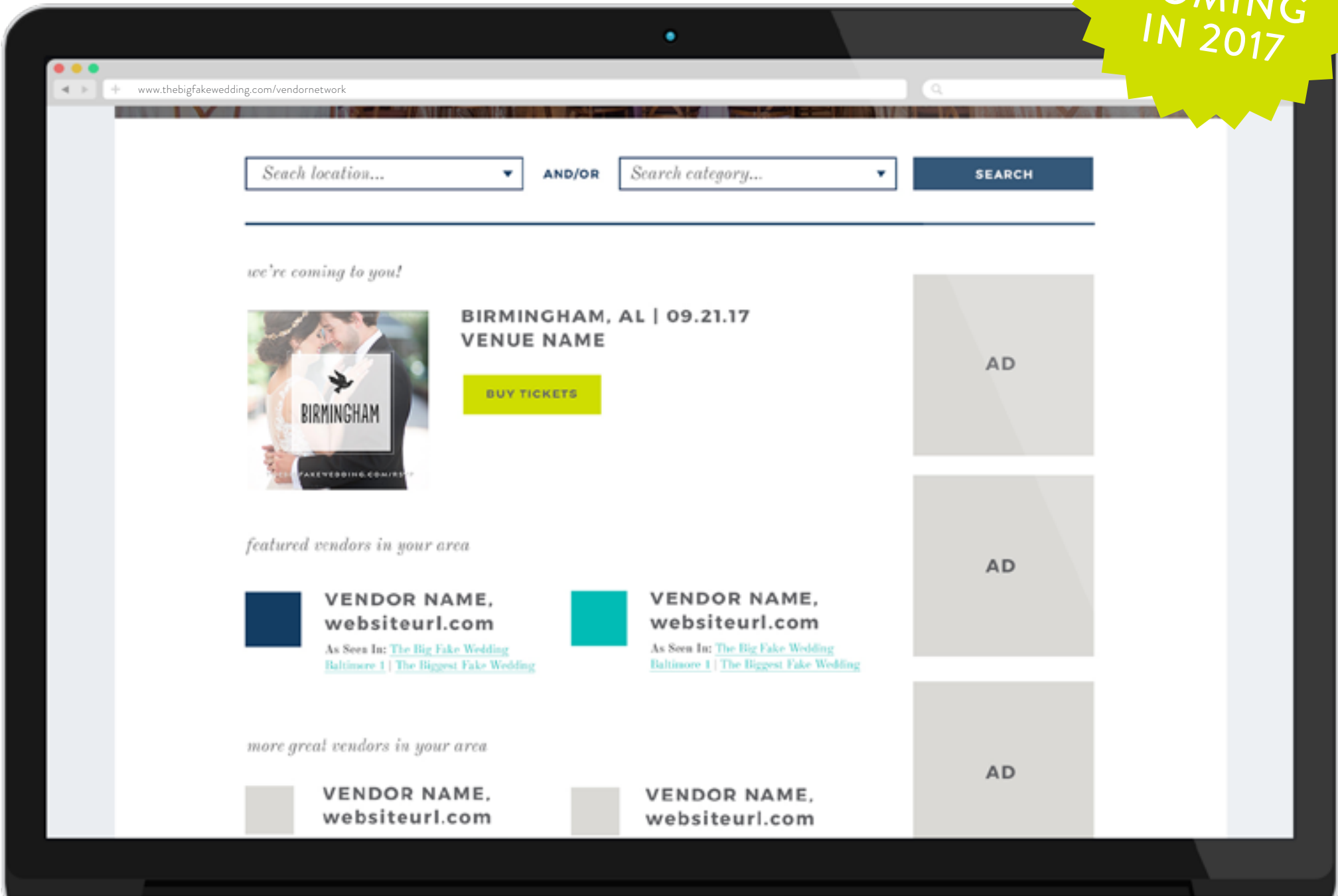
THE BIG FAKE WEDDING VENDOR NETWORK

WE NOW OFFER AN EASY-TO-USE SEARCH OPTION TO FIND LOCAL VENDORS!

This network leverages the in-person connections made at each event, the constantly-growing audience of brides thanks to our media partnerships and event-based marketing schedule, and the power of vendor referrals to provide a useful and effective collection of vendors.

Because we believe in the power of seeing vendors in action, any Big Fake Weddings that vendors may have participated in will be linked as part of their listing. However, participation in our events is not required to be included in the network.

The Vendor Network members will also receive a monthly email with a member benefit, ranging from discounts from our media partners to giveaway contests from our favorite brands to exclusive styled shoot opportunities with our blog partners.



Interested in joining?

Email hello@thebigfakewedding.com



“

“This company is *changing the way* future brides and grooms prepare to celebrate happily ever after.”

– Sheinelle Jones, The TODAY Show



APPLY TO BE A VENDOR: WWW.THEBIGFAKEWEDDING.COM/APPLY