



THE BIG FAKE *wedding*

We exist to promote small businesses,
inspire engaged couples, and encourage
solid and committed marriages.

MEDIA KIT





“THIS COMPANY IS CHANGING THE WAY ENGAGED COUPLES PREPARE TO CELEBRATE HAPPILY EVER AFTER.”

- Sheinelle Jones

THE TODAY SHOW



THE BIG FAKE WEDDING® BEGAN AS AN EXPERIENTIAL MARKETING EVENT TO REVOLUTIONIZE THE WAY WEDDING VENDORS CONNECT TO THOSE PLANNING A WEDDING.

Since 2008, we've created a unique marketing platform where small businesses can showcase themselves at their best, while providing 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.



MORE THAN A BRIDAL SHOW

Every event hosts a real vow renewal to inspire beautiful weddings and encourage solid, committed marriages.

The event features a married couple renewing their vows in real time, dressed and celebrating as if it were their real wedding day along with all The Big Fake Wedding event guests.

Why display a real vow renewal? Our founder instinctively knew an in-action event would showcase the talents of vendors in a completely new and fresh way—through experience.

Following the ceremony, event guests can taste the cake, meet stationery vendors, dance with wedding DJs, and so much more.

“I THOUGHT IT WAS AN AMAZING EXPERIENCE THAT SEPARATES IT FROM ANY OTHER WEDDING EXPO. IT FELT LIKE A REAL WEDDING I WAS ABLE TO SHOP AT.”

-event guest



The Big Fake Wedding is the most unique bridal show alternative in the nation, **attracting over 5,000 attendees and 900 vendors annually across more than 30 events in over 20 cities.**

“THE BIG FAKE WEDDING IS A MUST-SEE EVENT FOR ALL NEWLY ENGAGED BRIDES AND THEIR PARTNERS! IT REALLY PUTS THINGS INTO PERSPECTIVE FOR THOSE WHO HAVE A HARD TIME ENVISIONING IT ALL COMING TOGETHER (AKA MY FIANCÈ)”

-Lauren, event guest



AT A GLANCE

Our Guest List



200
Guests



30
Average Age



72%
Engaged



92%
Female



\$22k-\$34k
Average Budget
(a range)



130
Average
Wedding Party

500,000+
Impressions Per Event

190
Events and counting...



“THE BIG FAKE WEDDING WAS INCREDIBLE! THEIR ATTENTION TO DETAIL TO PROVIDE IDEAS AND REAL CONNECTIONS WITH VENDORS ARE EXEMPLARY! NO OTHER WEDDING PLANNING EXPO COMPARES!”

-Desiree, event guest



Alba Marin Photography
The Big Fake Wedding City? 2017

EVENT VENDOR SATISFACTION



90%

said they would be a returning vendor at The Big Fake Wedding



92%

would recommend The Big Fake Wedding to a colleague

“OUR BUSINESS HAS GROWN WITH EACH CITY. THE CLIENT AND VENDOR RELATIONSHIPS WE HAVE MADE WOULD HAVE NEVER BEEN POSSIBLE.”

- *Laura*

LUXURY CONCIERGE TRAVEL



Emma Christine Creative
The Big Fake Wedding Tampa, 2021

98%

of people agree that seeing a product or service through an experiential marketing campaign makes them **more inclined to purchase** it.

- EventTrack



Enhanced Event Experiences

DIGITAL SWAG BAG

In light of the pandemic, guests now have more ways to plan and party from home.

Guests can register for a free digital swag bag with exclusive discounts and offers from local, small businesses among other wedding planning resources. This includes, but is not limited to:

- A virtual venue tour
- Exclusive deals from local vendors
- Access to *The Nuptial Network*, a private Facebook group for guests and vendors

THE NUPTIAL NETWORK

We are constantly striving to find new ways to add value to our amazing family of vendors.

Introducing: *The Nuptial Network*, an exclusive group connecting our national catalog of vetted wedding vendors to engaged couples across the country. This is a space to network with other all-star alumni, market to future newlyweds and share valuable resources from industry professionals.

You could say this is *The Big Fake After Party*.



"IT'S ONE OF THE BEST AND WELL-THOUGHT-OUT EXPERIENCES TO FIND VENDORS FOR YOUR SPECIAL DAY, AS WELL AS A GOOD EXPERIENCE WITH FUN PEOPLE!"

- RJ, event guest



MEDIA PARTNERS

Each year, we join with over 150 media partners.

NATIONAL MEDIA PARTNERS

junebug
WEDDINGS

100
Layer Cake

noissue.

Ruffled

inspired
BY THIS

the knot

STYLE ME
Pretty

WEDDING
CHICKS

REGIONAL MEDIA PARTNERS

Glittery Bride

Southern Bride

V E X P O
WEDDING SERVICES AND SAVINGS

FEATURED IN

TODAY

The New York Times

“THE BIG FAKE WEDDING GATHERS THE TOP VENDORS TOGETHER TO SHOW OFF THEIR TALENTS AND INVITE ENGAGED COUPLES TO BE THE GUESTS AT THIS IMPRESSIVELY DESIGNED EVENT.”

Wedding Chicks





Catie Ann Photography
The Big Fake Wedding Dallas, 2021

SOCIAL REACH

@thebigfakewedding

Instagram Followers: **31.9K**

Top Social Following Locations: **ATLANTA, NEW YORK,
NASHVILLE, HOUSTON, CHARLOTTE**

Social media audience: **92% FEMALE**

Annual Live Event Guests: **5,000+**

Annual Live Event Vendors: **900+**

Email Subscribers (Guests and Vendors): **6,000**

WAYS TO PARTNER

with The Big Fake Wedding

1

APPLY TO BE AN EVENT VENDOR

The best option for wedding vendors to receive unparalleled opportunity and exposure to fellow wedding vendors and brands.

2

JOIN AS A LOCAL MEDIA PARTNER

You have the audience, we have the content. Publish trend-setting wedding excitement before, during and after event day.

3

BECOME A NATIONAL PARTNER

Have your brand present at The Big Fake Wedding events across the country and gain access to all event lead lists.

4

POWER AN EVENT

We brand the event after you! Let our experienced team coordinate all event details on behalf of your brand name.

5

ADVERTISE WITH US

Utilize our social media platforms, event swag bags, and website to grow your audience.





Jessica Lee Photographic Art
The Big Fake Wedding Knoxville, 2021

At The Big Fake Wedding, we exist to promote small businesses, inspire engaged couples, and encourage solid and committed marriages.

We look forward to connecting with you.

APPLY TO BE AN EVENT VENDOR:

www.thebigfakewedding.com/apply

APPLY TO BE A MEDIA PARTNER (LOCAL, REGIONAL OR NATIONAL) OR ADVERTISE WITH US:

abigail@thebigfakewedding.com

INQUIRE ABOUT A NATIONAL PARTNERSHIP, SPONSOR AN EVENT (LOCAL OR REGIONAL) OR PITCH A UNIQUE COLLAB:

jennifer@thebigfakewedding.com

GENERAL INQUIRIES:

hello@thebigfakewedding.com

WWW.THEBIGFAKEWEDDING.COM



APPLY TO BE AN EVENT VENDOR

The Big Fake Wedding provides unparalleled opportunity and exposure to wedding vendors and brands for those wanting the highest return on advertising dollars.

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



Event Vendor benefits:

IN-PERSON INTERACTION WITH POTENTIAL CLIENTS

Guests will experience your product or service first-hand, allowing you to provide a strong first impression that you will not have through other marketing efforts.

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.

ON-SITE RECOGNITION + PROMOTION

In addition to your table in the Tunnel of Love following the vow-renewal, your information will be in the printed + digital vendor guide. You'll have the opportunity to provide giveaways, marketing collateral, coupons, or freebies at your table and/or pre-stuffed in swag bags.

GUEST LEAD LIST

Event vendors receive the lead list of opt-in guests from both the in-person event and virtual experience.

NETWORKING OPPORTUNITIES

We work on your business and in your business, through tactical in-person growth strategies and digital marketing to our faithful followers and national partners. You'll receive the contact information for the participating vendors of your event, as you'll be encouraged to collaborate. We know that working alongside other like-minded vendors builds a great referral base and a really stunning event.

VENDOR-ONLY NETWORKING NIGHT

Each event vendor is invited to the Cocktail Hour the day before the event to meet the other vendors before the craziness of the big day.

POST-EVENT BLOG COVERAGE

The event will be highlighted by The Big Fake Wedding blog and website and will be submitted to our local and national media partners for editorial consideration.

PROFESSIONAL PHOTOS

After the event, you will have access to professional photos to use in your own marketing efforts.

Vendor investment fees vary depending on vendor type, availability and city, ranging from \$595-\$995.



JOIN AS A LOCAL MEDIA PARTNER

Each year, we partner with over 150 media partners. Join us for a unique opportunity to publish trend-setting wedding excitement before, during and after event day.



Local Media Partner benefits:

- Opt-in Lead List
- Staff tickets to vendor Cocktail Hour*
- Staff tickets to The Big Fake Wedding*
- Inclusion in NEW Digital Swag Bag
- Exclusive discount code for audience
- Logo and direct link on the event page
- Logo in print + digital version of the event vendor guide
- Announcement of partnership on our social platforms
- Ticket giveaway or takeover on The Big Fake Wedding Instagram story
- The opportunity to sponsor the swag bags (100 reusable branded tote bags)
- The opportunity to distribute deliverables to all event attendees such as flyers, magazines or free swag

Available Upgrades:

- + *Sponsor the Cocktail Hour: Provide collateral materials such as advertising discounts, branded cups/napkins/signature cocktails and branded tote bags.*
- + *Six-foot table at event: This is an excellent opportunity to distribute marketing materials and have face-to-face interaction with engaged couples.*
- + *Power an Event: We brand the event after you! You may activate other partnerships you are involved in and we would do all the nitty gritty event planning. Example: "The Big Fake Wedding Powered by Macy's"*



BECOME A NATIONAL PARTNER

As a wedding vendor or media partner, you now have the opportunity to present your brand at all events across the country and access to lead lists from all events through our National Partnership program.

Former National Partners include BRIDES Magazine, HALL Wine, Social Sparkling Wine, Shane & Co. Jewelry, and more. Collectively, our vendors have the unique opportunity to meet thousands of couples every year, but if you're dreaming of something bigger, we'd love to dream with you!

Email jennifer@thebigfakewedding.com to discuss National Partnership options.



National Partner benefits:

PRE-EVENT

- Logo and direct link on the event-specific webpage
- Vendor highlight blog post introducing partner as “National Vendor” (includes social media promotion)
- Invitation to the Cocktail Hour in each city (the vendor and sponsor networking event the night before The Big Fake Wedding)
- Mention as the event sponsor in the guest email
- Opportunity for a social media giveaway

DURING EVENT

- Recognition on The Big Fake Wedding social accounts
- Staff tickets to attend the event
- Additional giveaway tickets to the event
- Logo and URL on the front page of the event vendor guide (printed version for each guest + digital version on event webpage)
- Opportunity to provide printed collateral or giveaways to be pre-stuffed in guest swag bags
- Table in the Tunnel of Love (vendor booth section at the event)
- Signage at guest check-in

POST-EVENT

- First access to professional photos from the event
- Opt-in guest lead list from each event
- Vendor contact information
- National post-event blog coverage



POWER AN EVENT

Want us to bring one of our events to life in your brand's name? Each year, we carefully select brands (vendors and media partners) to power events at local and national levels. *Think, The Big Fake Wedding powered by Macy's.*

EACH PRESENTING SPONSOR RECEIVES:

- + Exclusivity as Presenting Sponsor
- + Event Activation for Your Brand
- + Tunnel of Love Table at the Event



Anchor Studios Photography
The Big Fake Wedding Dallas, 2020

Presenting Sponsorship benefits:

COULD INCLUDE BUT ARE NOT LIMITED TO...

- On-site/social promotions (contests/giveaways)
- On-site event activation
- Opportunity to provide collateral in pre-stuffed swag bags
- Logo and URL on the front page of the event vendor guide (printed version for each guest + digital version on event webpage)
- Opt-in guest lead list from event
- Post-event online and social coverage
- Usage of event photos and video (if provided)
- Post-event recap
- Guest blog spot (4 per calendar year)
- Logo included on pre-event advertising through media partners (deadlines permitting)
- Sustaining social promotion through back half of current year
- Ad on The Big Fake Wedding blog
- Ad on pre-event email blast to attendees
- Verbal recognition and thank you during the welcome speech at the event
- Recognition in post-event coverage by The Big Fake Wedding as presenting partner
- Post-event email recognition and link sent by The Big Fake Wedding to all guests
- Additional added value opportunities throughout the year

**Any presenting sponsor works hand-in-hand with our sales and production teams to determine the best way to showcase your brand both at our live event(s) and online. Each contract is unique and is catered to an individual brand. To apply for or learn more about powering an event, please email jennifer@thebigfakewedding.com.*



ADVERTISE WITH US

We are constantly working out the marketing kinks to make it easy for local vendors and media partners to reach more engaged couples. From our 31.9k Instagram followers to the more than 5000 event guests we'll meet face-to-face each year, advertising with The Big Fake Wedding will multiply your marketing efforts.

We've connected with hundreds of wedding vendors and media partners over the years, so whether you need industry connections or an experienced team to coordinate a unique styled shoot, we're your people.



C. Elyse Photography
The Big Fake Wedding Los Angeles, 2017



Sam Slay Photography
The Big Fake Wedding Memphis, 2021

Whatever your budget, we have an option for you.

Here are some ideas, but we're always open to dream a little more with you.

DIGITAL ADVERTISEMENT

- Curated Instagram Highlight
- Sponsored blog post
- Email giveaway
- The Big Fake Wedding website banner or sidebar ad
- Styled shoot coordination

EVENT ADVERTISEMENT

- Swag bag supplier
- Swag bag inserts
- The Cocktail Hour sponsor
- Digital vendor swag bag (exclusive opportunities and discounts given to our network of vendors for each event)