

THE
BIG FAKE

wedding 

MEDIA KIT 2018

We exist to promote small businesses, inspire brides and grooms, and encourage solid and committed marriages.



“THIS COMPANY IS CHANGING THE WAY FUTURE BRIDES AND GROOMS 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 BRANDS CONNECT TO THOSE PLANNING A WEDDING.

In the last 10 years, 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.



THE BIG FAKE WEDDING LIVE EVENT

MORE THAN A BRIDAL SHOW

Every Live Event is a real *fake* wedding. The featured couple at each event is already married, using the event as a chance to renew their vows.

Our founder instinctively knew an “in-action” event would showcase the talents of vendors like herself in a completely new and fresh way. We’ve carefully designed each event to encourage and excite brides and grooms as they plan for their marriage as well as their own wedding.

In the Tunnel of Love following the ceremony, wedding “guests” can taste the cake, meet the stationery vendors, experience 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

2018 MEDIA KIT



After 10 years, The Big Fake Wedding is still the most uniquely curated and most far-reaching bridal show alternative in the nation,

**ATTRACTING OVER 5,000 ATTENDEES
AND 900 VENDORS ANNUALLY
ACROSS 20+ EVENTS IN 16 CITIES.**



Emily Kidd Photography
The Big Fake Wedding Charlotte, 2018



Megan Morales Photography
The Big Fake Wedding Raleigh, 2017

“IT WAS A WONDERFUL AND CREATIVE EXPERIENCE. I TOLD EVERYONE I KNEW! I LOVED BEING ABLE TO SEE EVERYTHING ‘IN ACTION.’ FUN DRINKS AND A CASUAL ATMOSPHERE MADE IT EASY TO TALK TO VENDORS (AND MADE IT EASIER TO CONVINCING MY FIANCE TO JOIN ME!).”

-event guest



THE BIG FAKE WEDDING LIVE EVENT

500,000+

impressions per event

130+

events and counting!

OUR
GUEST LIST,
ON AVERAGE

Guests: 200

Age: 30

Engaged: 72%

Female: 68%

Male: 32%

Local vendors: 35



Jackie Willome
The Big Fake Wedding Denver, Styled Shoot 2018



Haley Jane
The Big Fake Wedding Charleston, 2018

“THE EVENT WAS VERY WELL DONE. TIMELINE,
FLOOR PLAN, AND DECORATIONS WERE ALL GEARED
WELL TOWARDS THE EVENT GOALS. WAS A GREAT
EXPERIENCE FOR ME AS A FUTURE BRIDE!”

-event guest



Details Nashville
The Big Fake Wedding Nashville, 2017

98%

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

-EventTrack



Adina Preston
The Big Fake Wedding Seattle, 2017

MOST UNIQUELY
CURATED
BRIDAL SHOW
ALTERNATIVE

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

Laura

LUXURY CONCIERGE TRAVEL



“I CAME ACROSS YOUR
EVENT PAGE AND AM
OBSESSED WITH THE
IDEA BEHIND YOUR
BUSINESS MODEL. IT’S
HILARIOUS, IT’S FUN,
AND IT’S A CREATIVE
APPROACH TO
WEDDING PLANNING.”

Seattle Refined



INDUSTRY IMPACT



“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

THE BIG FAKE WEDDING

EACH YEAR, WE JOIN WITH OVER 100 MEDIA PARTNERS

INDUSTRY LEADERS INCLUDE

white

100 Layer Cake

junebug
WEDDINGS

WEDDING CHICKS

the knot

HOORAY!

Dear Gray
MAGAZINE

flutter

Here Comes
THE GUIDE

NATIONAL PRESS INCLUDES

 **TODAY**

YAHOO!

Daily Mail

2018 MEDIA KIT



SOCIAL REACH

@thebigfakewedding

Instagram Followers: **23K**

Top Social Following Locations: **ATLANTA, NEW YORK CITY, CHARLOTTE, CHICAGO, LOS ANGELES**

Social media audience: **89% FEMALE**

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

Annual Live Event Vendors: **900+**

Email Subscribers (Guests and Vendors): **7,000**



5 WAYS TO PARTNER *with The Big Fake Wedding*

1

APPLY TO BE LIVE EVENT VENDOR

The Big Fake Wedding Live Event provides unparalleled opportunity and exposure to wedding vendors and brands.

2

JOIN THE NETWORK

Vendors and media partners can now connect with brides year-round through our online vendor database. *This year, a 6-month membership to The Network is included with every Live Event vendor investment fee.*

3

NATIONAL PARTNERSHIP

Have your brand present at all Live Events across the country, a featured listing on The Network and access to lead lists from all Live Events.

4

ADVERTISE WITH US

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

5

POWER A LIVE EVENT

Want us to bring an event to life in your name? *Think, "The Big Fake Wedding sponsored by Your Brand."*



APPLY TO BE A LIVE EVENT VENDOR

The Big Fake Wedding Live Event provides unparalleled opportunity and exposure to wedding vendors and brands.

EVERY LIVE EVENT

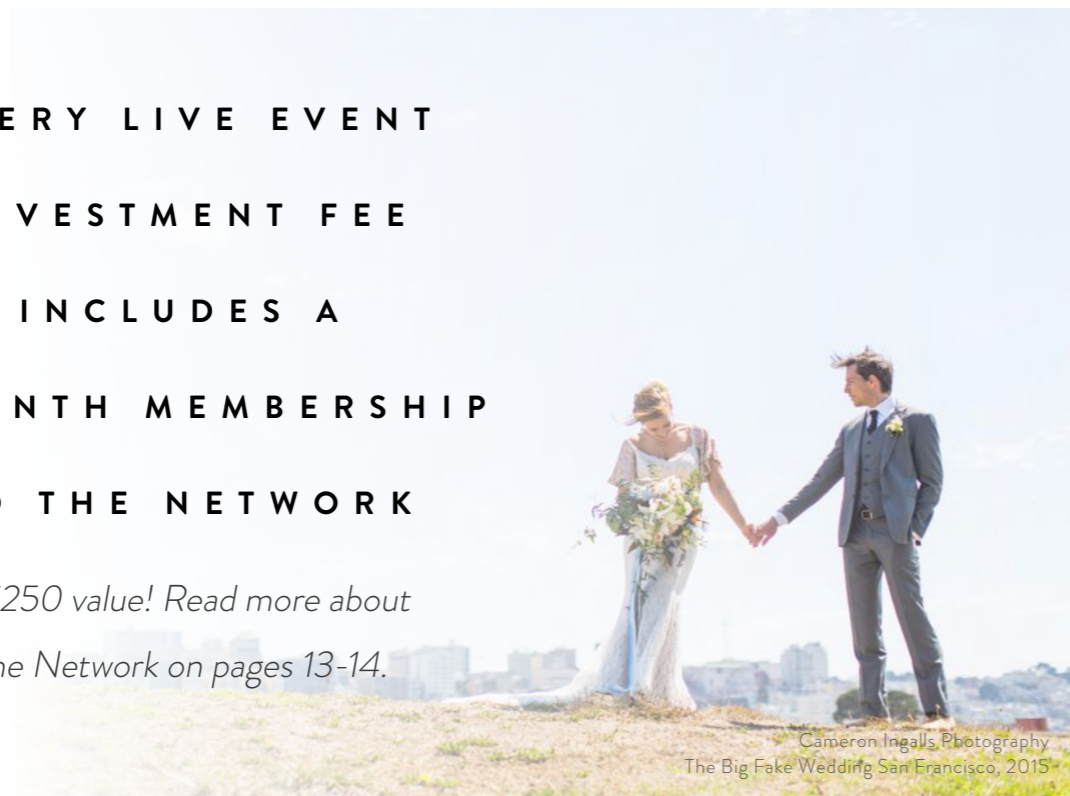
INVESTMENT FEE

INCLUDES A

6 - MONTH MEMBERSHIP

TO THE NETWORK

*A \$250 value! Read more about
The Network on pages 13-14.*



Cameron Ingalls Photography
The Big Fake Wedding San Francisco, 2015

As a participating vendor*, here's what to expect:

IN-PERSON INTERACTION WITH POTENTIAL CLIENTS

Guests will experience your product or service first-hand, allowing you to provide a strong first impression 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.

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

In addition to your booth in the Tunnel of Love following the vow-renewal, your information will be in the printed + digital vendor guide, and you'll receive the lead list of opt-in guests.

POST-EVENT 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. 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.

**Investment fees apply for Live Event vendors*



JOIN THE NETWORK

Vendors and media partners can now connect with brides year-round through our online vendor database. The Network by The Big Fake Wedding leverages the in-person connections made at each Live Event and beyond to provide a useful, effective collection of vendors.

Every Live Event investment fee now includes a 6-month Vendor membership in The Network. *However, participation in a Live Event is not required to join The Network.*

With The Network, you are joining a trusted, vetted, like-minded community of vendors. Be a part of a thoughtful curation of small businesses that prefers collaboration over competition.

Ultimately, it's the best way to aggregate your marketing dollars to help you book the brides you are looking for.

WHAT MAKES THE NETWORK DIFFERENT?

- Our vetted process narrows down the best of the best, keeping you from getting lost in the crowd.
- Vendors can feature exclusive offers available to brides directly on the site.
- Each vendor is trusted by The Big Fake Wedding, selected based on our personal experience after seeing them in action.

ALL MEMBERS RECEIVE:

- **Full-feature profile** including photos, video, social media links, direct contact form and more.
- **Monthly insider email** with benefits ranging from media partner discounts to giveaway contests from our favorite brands to exclusive styled shoot opportunities with blog partners.
- **So much more!** Details on the next page.

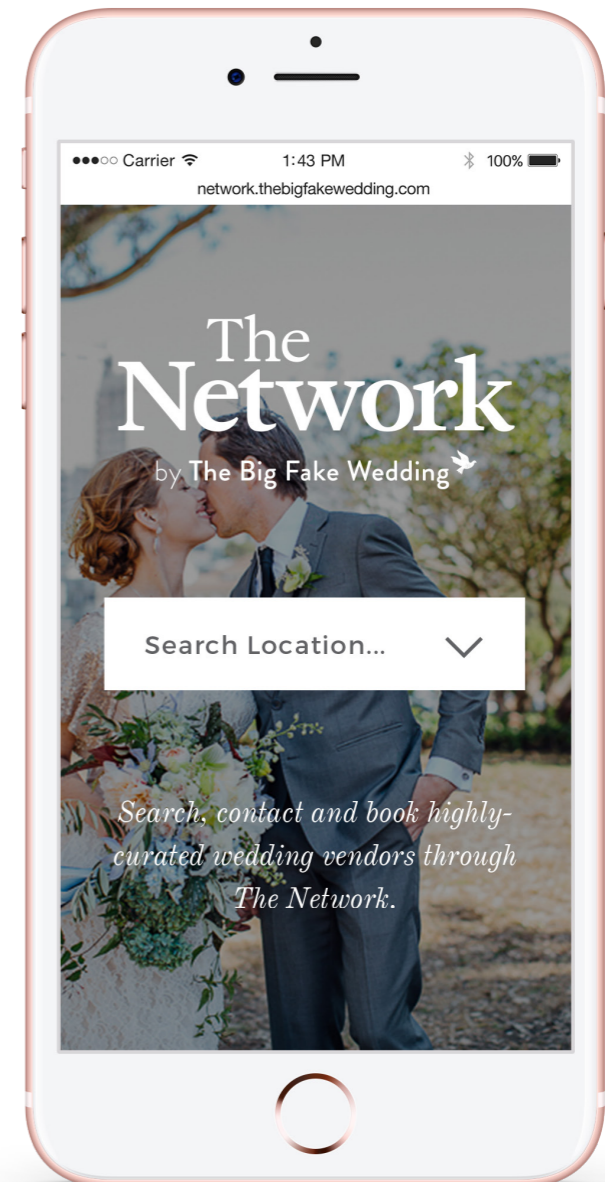
TWO-TIER PRICING:

VENDOR

\$250 per 6-months

FEATURED VENDOR

\$500 per 6-months





PERKS OF THE NETWORK MEMBERSHIP

	VENDOR	FEATURED VENDOR
6 months in our searchable and browsable vendor directory, categorized by vendor category and region	✓	✓
Full-feature profile including photos, video, social media links, direct contact form, and more	✓	✓
Members of an online vendor network that is promoted at all of The Big Fake Wedding Live Events	✓	✓
Opportunity to offer exclusive discounts and deals to brides and grooms via vendor profile	✓	✓
Live Event lead list from events in your registered region	✓	✓
Invitation to pre-event vendor Cocktail Hour for Live Event(s) in your city (even if you are not participating in the Live Event)	✓	✓
When/if participating in a Live Event, The Network vendors will receive a special notation for their Tunnel of Love table that tells guests (and vendors!) that they are a part of The Network	✓	✓
When/if participating in a Live Event, The Network vendors will be starred in the vendor guide to note that they are a part of The Network	✓	✓
Included as a vendor of The Network in the digital vendor guide for Live Events in their city	✓	✓
Included as a vendor of The Network in the printed vendor guide for Live Events in their city (pending print deadline)	✓	✓
First/top listing in region vendor category		✓
1 complimentary Instagram post		✓
1 complimentary blog post		✓
Opportunity to include promotional material and/or swag in attendee swag bags at Live Events in your city		✓

ADD-ON MENU <i>*subject to editorial approval</i>	Instagram Post \$100 <i>per post</i>	Sponsored Blog Post \$50 <i>per post</i>	Vendor Listing Update – \$20 <i>per update</i>	Add'l Location – \$100 <i>Vendor-only option, not available for Featured Vendor slot</i>	Add'l Category – \$50 <i>Vendor-only option, not available for Featured Vendor slot</i>
--	---	---	---	---	--



NATIONAL PARTNERSHIP

As a wedding vendor or media partner, you now have the opportunity to present your brand at all Live Events across the country, a featured listing on The Network and access to lead lists from all Live 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 brides every year, but if you're dreaming of something bigger, we'd love to dream with you!



2016 National Sponsor: HALL Wine

Email partnerships@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

- Opt-in guest lead list from each event
- Vendor contact information
- Access to professional photos from the event
- National post-event blog coverage
- Complimentary listing in our online vendor directory, The Network, in every participating U.S. region



ADVERTISE WITH US

We are constantly working out the marketing kinks to make it easy for local vendors and media partners to reach more brides and grooms. From our 23k Instagram followers to the more than 5000 Live 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.



© Elyse Photography
The Big Fake Wedding Los Angeles, 2017



Stolen Glimpses Photography
The Big Fake Wedding Seattle, 2017

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 post
- Sponsored blog post
- Email giveaway
- The Big Fake Wedding website banner or sidebar ad
- The Network by The Big Fake Wedding banner or sidebar ad
- Styled Shoot coordination

LIVE 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)



PARTNERSHIP OPPORTUNITIES

POWER A LIVE EVENT

Want us to bring one of our Live 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 sponsored by Your Brand."

As a presenting sponsor*, you can receive:

- + EXCLUSIVITY AS PRESENTING SPONSOR
- + LIVE EVENT ACTIVATION FOR YOUR BRAND
- + TUNNEL OF LOVE TABLE AT THE LIVE EVENT

A PRESENTING SPONSORSHIP COULD INCLUDE BUT IS 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 a Live Event, please email partnerships@thefakewedding.com.





THE
BIG FAKE
wedding 

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

We look forward to connecting with you.

APPLY TO BE A LIVE EVENT VENDOR OR MEDIA PARTNER:

www.thebigfakewedding.com/apply

JOIN THE NETWORK:

network.thebigfakewedding.com/join

ADVERTISE WITH US:

hello@thebigfakewedding.com

NATIONAL PARTNERSHIP OR EVENT SPONSORSHIP:

partnerships@thebigfakewedding.com

DREAMING OF ANOTHER COLLABORATION IDEA?

jennifer@thebigfakewedding.com

WWW.THEBIGFAKEWEDDING.COM