



**TODAY'S THE DAY**

*Become Your  
Own Boss!*



**COMPLETE**  
weddings + events



# WELCOME!

Here at Complete Weddings + Events, we help people plan the best days of their lives – their wedding day! We're a family business that took off, and now we're taking over the franchise space. We offer DJ, videography, photography, photo booth, lighting, and coordination services to our clients for weddings and other events. It all started in 1973, and nearly 50 years later, we are planning events in more than 110 locations across the country.





## THE GOAL BEHIND COMPLETE

While we successfully plan hundreds of events and weddings a year, we aim to help you be a successful business owner. As a franchisee, you're backed by a passionate leadership team and a network of highly skilled wedding and event planning experts. We are committed to your success! At Complete, we promote a culture of inclusiveness and team support in a driven environment. You'll benefit not only from our decades of experience in the wedding business but our trusted partners in consumer marketing and branding, digital trends, operations, and sales.

**ONE  
PLACE**  
TO COORDINATE THE EVENT



## THE MAN BEHIND IT ALL

CEO Eric Maas has done it all at Complete. From DJing to owning his own franchise, then becoming the operations director at the corporate support office, and now CEO, Eric knows every nook and cranny of this business. Family is at the core of Complete, as it's been within Eric's family for decades. He's worked to expand the franchise for future generations and has the growth and success of the company today to show for it. Complete Weddings + Events is now in over 110 locations across North America and is consistently named among Entrepreneur's Top 500 Franchises.





**IT'S YOUR PARTY.**

**PARTY LIKE**

*A BOSS*



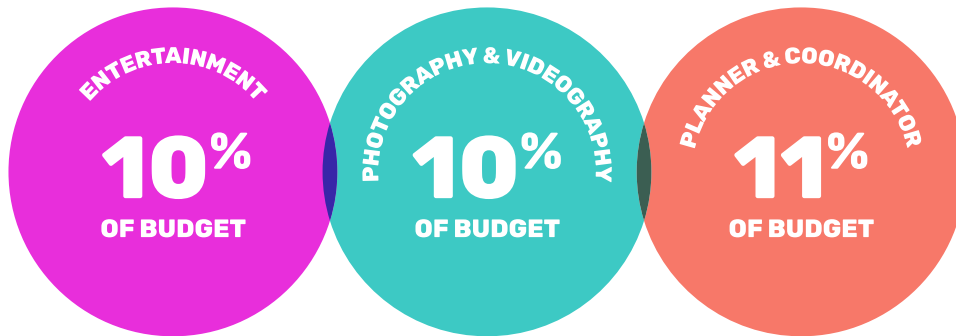


# INDUSTRY TRENDS

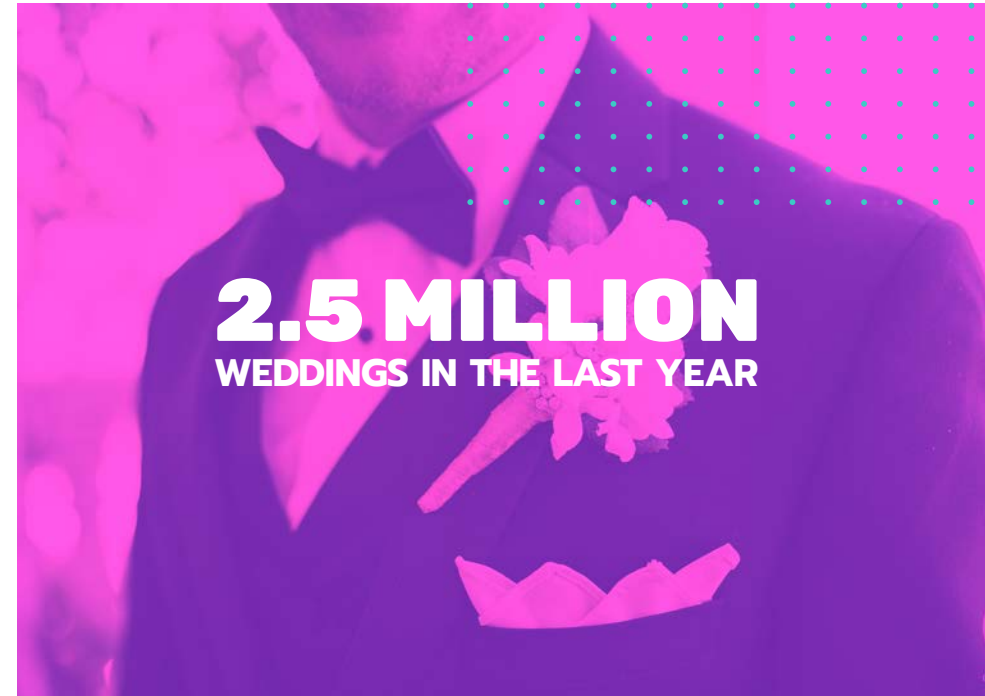
The number of people popping the question and preparing to say “I Do” is skyrocketing, which means so are the potential profits in the wedding industry. There’s no decline in sight. According to the Wedding Report, there were 2.5 million weddings in the last year – the most since 1984. The average cost of a wedding is more than \$27,000, making the wedding industry worth \$72 billion.

## WHEN LOOKING AT AVERAGE WEDDING COSTS, CONSIDER HOW MUCH OF THE BUDGET OUR SERVICES COMPRISE. IN 2020:

Source: The Wedding Report, Inc.



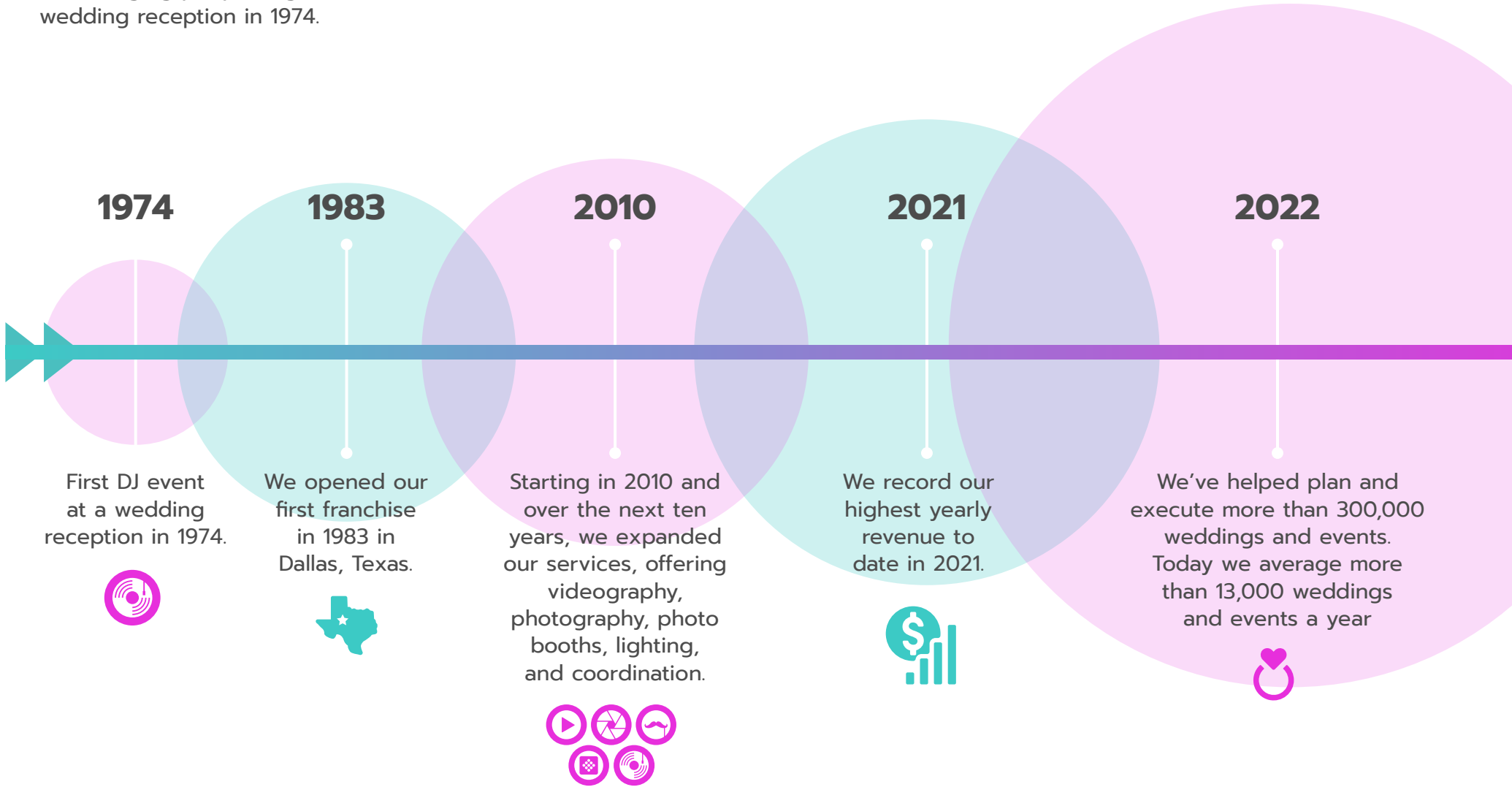
Those three services account for more than a third of the wedding budget. Complete Weddings + Events is operating in an unconquered market. No direct franchise competition creates a one-stop shop for brides and grooms like we do.





# FROM THE FIRST "I DO"

Complete Weddings + Events has been starting parties, telling love stories, and bringing people together since the 1970s. Our first DJ event was a wedding reception in 1974.



# WHAT YOU'LL OFFER



## EVENT DJS:

- The cornerstone of any great event, DJs not only provide the jams, but they keep the event moving and motivate the guests to dance all night long.



## EVENT PHOTOGRAPHY:

- Photographers create lasting memories that tell the story of the client's event. They work to capture the beauty of the celebration in a way that can be shared and cherished forever.



## EVENT VIDEOGRAPHY:

- There is no substitute for reliving the best moments of your life in beautiful HD video. Event videographers capture the small details and the big moments, so the client can revisit their special moment for years to come.



## PHOTO BOOTH RENTAL:

- Photo booths add some fun to any event. Providing clients with all the scrapbook prints of their friends is another special keepsake from the event.



## EVENT COORDINATION:

- The last thing the almost-married couple and their families want to worry about on the wedding day is where the cake and flowers are placed and whether the candles have been lit for the reception. Event managers and coordinators are there to direct the event's production and act as the vendors' primary point of contact.



## EVENT LIGHTING:

- The right lighting can help clients bring their desired theme to life and create an ambiance that will change the entire feel of any space. This incredibly underestimated part of any event is capable of transforming an event space into something truly unique.

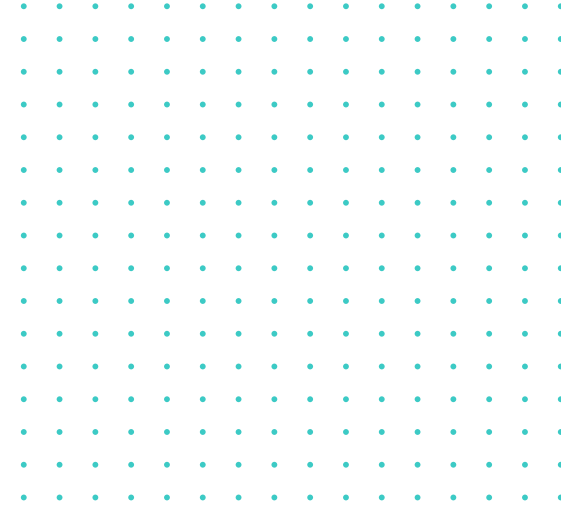




# COMPLETE SUPPORT TO FIND SUCCESS

Complete Weddings + Events is here to provide support and give you an edge in your market. Our top-notch branding, high-quality collateral material, progressive digital advertising solutions, and valuable business development tools are here to make you competitive in the event planning industry. There is a member of our support team who can help you with every aspect of the business.

To help develop the skills you need to flourish in the wedding business, we provide weekly webinars, monthly townhalls, and annual sales and owners' meetings. Each of these provides franchisees with the opportunity to connect with our corporate team and other owners.



## POWERHOUSE PARTNERSHIPS

To make sure you have the complete marketing package you need, we've teamed up with expert professionals to grow our national brand to help you thrive locally.



- **DayCloud Studios:** A brand strategy and creative agency that helps us deliver high-impact promotions that keep our brand relevant to our target audiences. DayCloud is continuously refining our identity and generating brand awareness so we become everyone's go-to planning partner.



- **Omaha SEO Company:** A team of SEO experts and online reputation management specialists who keep a pulse on best practices for internet marketing and the ever-changing needs to keep our brand in front of our target audience.





# IN THE NEWS & FRANCHISE RANKINGS



## These 10 Low-cost Franchises Can Make You Rich

"If you have ever wanted to be your own boss, it might not take as much money to start a successful business as you think..."

[Read More](#)



## 20 Franchises You Can Launch for Less Than \$75,000

"Think you can't afford to be your own boss? Think again: Some of the top franchises in the world cost less than \$75,000 to start..."

[Read More](#)





# IN THE NEWS &

# FRANCHISE RANKINGS CONTINUED...





**IT'S YOUR PARTY.**

*Own It.*



# WHAT MAKES US DIFFERENT

We're changing the way people plan their "I Dos." In this \$72 billion industry, Complete Weddings + Events is a pioneer. We created this franchising space and business model for the ultimate all-in-one event planning shop.

As a Complete Weddings franchisee with us, you have more profit potential than other event management companies because we offer more services. Once you factor in our low startup costs, you'll see why we're a top-ranked brand under \$75,000.

**MINIMUM INVESTMENT**  
of under  
**\$75,000**



## DO GOOD TOGETHER!

Complete Weddings + Events has been in partnership with Global Partners in Hope for the last seven years. With help from our customers, [we've raised enough money](#) to build five clean water wells in remote areas of Mali and Togo, West Africa. In 2018, we shifted our focus from water wells to raising money for a medical center with help from our friends in the wedding industry. We've helped build the facility's neonatal and women's medical areas. Learn more about our [fundraising initiatives](#).





# STEPS TO JOINING OUR FRANCHISE

Our franchise development process ensures that our team sets you up for success. We are here every step of the way to support you and your business.



## BEFORE WE COMMIT...

Now that you've talked with us, make sure to review our most recent Franchise Development Document and talk with current franchisees. Don't be shy about your questions!



## THE BIG DAY.

It's also known as Discovery Day. We want to meet you at our headquarters in Omaha, Nebraska. You'll meet the team you'll work with and see Complete Weddings + Events working in real-time.



## BEGIN YOUR HAPPILY EVER AFTER!

You're a franchise owner!



## WE'RE IN THIS TOGETHER.

We don't leave you on your own once the papers are signed. We have a training plan to make sure you're successful. Our training spans from the initial training for learning how to do it all to follow-up training from experts that keep you on track. You'll receive 36 hours of classroom training and 16 hours of on-site training at your location.



# FRANCHISE FEES

While the cost of weddings is rising, we want to give you an affordable opportunity to jump into the industry. With the opportunity to work from home and an initial investment starting at just \$56,820.\* Complete Weddings + Events is a low-cost franchise that anyone can start.

Initial Franchise Fee:	\$40,000*
Total Initial Investment:	\$56,820 to \$71,070**

\* Includes a \$10,000 discount under our 2022/2023 Incentive Program

\*\* Includes Initial franchise fee, storage space (\$0-\$300), equipment including DJ booth, photo booth, light display equip., bridal show booth (\$12,600-\$15,000), Computer Software (\$170-\$270), Set up costs (\$500-\$1,500), Opening Supplies (\$0-\$2,000), Media Set (\$1,300), Opening Advertising and promotion (\$750-\$2,000), Initial training expenses (\$1,000-\$5,000), Additional funds-3 months (\$500-\$3,400)

# READY FOR NEXT STEPS?

 [CONTACT US TODAY](#)

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