

# POP & PINE

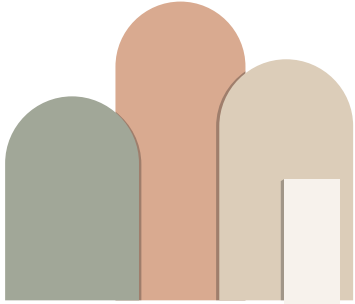
*Design*



FROM CONCEPT TO CELEBRATION: YOUR  
ALL-INCLUSIVE EVENT EXPERIENCE

*corporate event packages*

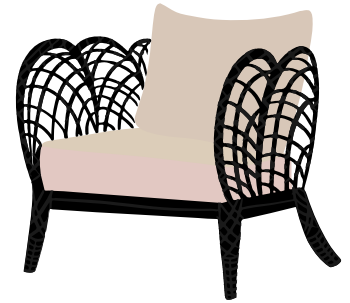
# SERVICES



BACKDROPS



PAPER GOODS



RENTALS



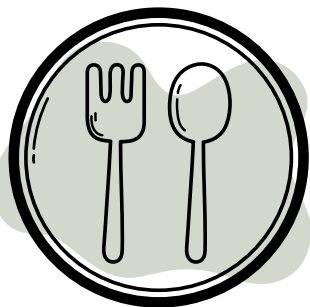
FLORALS



DESSERTS



SIGNAGE



CATERING



BALLOONS



DECORATIONS

# WHO WE ARE *and* WHAT WE DO

Pop & Pine Design is a one stop shop for all-inclusive luxury event design and coordination services. We specialize in crafting unique and creative experiences tailored to meet all your event needs. At Pop & Pine Design, we firmly believe that life's most memorable events should be nothing short of beautiful. Whether you're commemorating a birthday, exchanging vows at a wedding, or orchestrating a corporate event for clients or employees, our passion and mission revolve around creating extraordinary experiences for those precious moments to unfold. Let us turn your visions into unforgettable memories!



# MEET THE *Team*



JORDAN  
KOSTICH

*director of  
operations*

JORDAN SHINES IN HER ROLE AS THE DIRECTOR OF OPERATIONS AT POP & PINE DESIGN.

SHE IS GENERALLY THE FIRST PERSON YOU WILL SPEAK TO WHEN YOU INQUIRE WITH US ABOUT BOOKING AN EVENT.

WITH A TALENT FOR ORGANIZATION AND COMMUNICATION, SHE EFFORTLESSLY NAVIGATES THE ENTIRE EVENT PLANNING PROCESS, ENSURING SEAMLESS COORDINATION WITH TEAM MEMBERS AND OUR CLIENTS. JORDAN ALSO SERVES AS A DESIGN ASSISTANT, CONTRIBUTING TO VARIOUS DESIGN ASPECTS AND FACILITATING COMMUNICATION. HER ROLE EXTENDS TO MANAGING CALLS AND INTERACTING WITH CLIENTS, WHERE SHE ASSISTS IN PRESENTING DESIGN IDEAS FOR EACH EVENT.



KINDYL  
YOUNKIN

*founder / lead  
designer*

KINDYL HOLDS THE DUAL TITLES OF LEAD EVENT DESIGNER AND OWNER AT POP & PINE DESIGN. AS THE LEAD EVENT DESIGNER, SHE POSSESSES A REMARKABLE TALENT FOR BRINGING HER CLIENTS' VISIONS TO LIFE. GUIDING THE ENTIRE PROCESS FROM CONCEPTUALIZATION TO DESIGN PRESENTATION, AND THROUGH TO FLAWLESS EXECUTION, SHE ENSURES THAT HER CLIENTS' EXPECTATIONS ARE NOT ONLY MET BUT SURPASSED, RESULTING IN EVENTS THAT ARE BOTH BREATHTAKING AND UNFORGETTABLE.

KINDYL HAS A COLLABORATIVE SPIRIT—SHE THRIVES ON WORKING CREATIVELY WITH OTHERS, VALUING EVERY INDIVIDUAL'S IDEAS AND ALLOWING THEM TO SHINE IN THE FINAL OUTCOME.



KATE  
MOHNS

*event  
manager*

KATE IS A SEASONED EVENT MANAGER AT POP & PINE DESIGN, WHERE SHE PLAYS A PIVOTAL ROLE IN ORCHESTRATING & EXECUTING UNFORGETTABLE CORPORATE & PRIVATE EVENTS. KATE ACTIVELY COLLABORATES WITH OUR TEAM AND ALL EVENT STAFF MEMBERS OUTSIDE OUR ORGANIZATION AND IS THE MAIN POINT PERSON ON SITE TO BRING THE FINAL VISION TO LIFE.

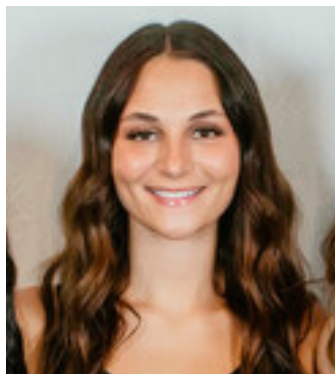
HER HANDS-ON APPROACH ENSURES THAT EVERY EVENT'S COORDINATION & SETUP IS EXECUTED TO PERFECTION. KATE'S ROLE ENCOMPASSES THE INTRICATE COORDINATION OF SCHEDULES, RESOURCES, AND VENDORS, ALL WHILE MAINTAINING A LEVEL OF ENTHUSIASM THAT'S CONTAGIOUS.

# POP & PINE DESIGN *crew*



MARK PARIS

SET UP + STRIKE TEAM  
LEAD



KALLIHAN PARIS

BALLOON ARTIST  
SET UP + STRIKE TEAM  
MEMBER



TINA MERCADO

BALLOON ARTIST  
SET UP + STRIKE TEAM  
MEMBER



JOY WILSON

SET UP + STRIKE TEAM  
MEMBER



SAL CRIVELLO

SET UP + STRIKE TEAM  
MEMBER



MYKAH CUMMINGS

SET UP + STRIKE TEAM  
MEMBER



JOSH MARBLE

SET UP + STRIKE TEAM  
MEMBER



ZACH WARNER

SET UP + STRIKE TEAM  
MEMBER



RICHELLE PARIS

SET UP + STRIKE TEAM  
MEMBER

# HOW IT WORKS

*event packages + cost of goods*

## **Step 1: Select Your Event Design Package**

Choose from our range of Event Design Packages to kickstart the creative process. Secure your date by making a 100% upfront payment and signing our agreement.

## **Step 2: Collaborative Budget Creation**

Let the magic begin! We work closely with you to establish a budget for the cost of goods needed for your event. The Pop & Pine Design team taps into a network of trusted vendors and sources to compile a detailed, line-itemized proposal. Alongside, we present a comprehensive package with visuals, mock-ups, and more to vividly bring your event's design to life.

## **Step 3: Design Meeting**

Time to discuss and refine! In a dedicated design meeting, we review the proposed budget and design plans. Upon your approval of the presentation and the cost of goods, a 50% deposit is due. This deposit covers the expenses for all goods & services that Pop & Pine Design will be procuring on your behalf.

## **Step 4: Purchasing & Coordination**

For those who opt for a design-only package, we equip you with all the necessary information to place orders and execute the design. The remaining steps only apply to design & coordination packages. If you've chosen the design & coordination package, sit back as Pop & Pine Design takes charge, managing purchases and coordination on your behalf.

## **Step 5: Final Event Prep**

As the event draws near, a final 50% balance is due 14 days before the big day. This ensures everything is set and ready for the grand event.

## **Step 6: The Grand Finale - Event Execution**

It's showtime! The Pop & Pine Design team arrives to load in and set up your event, bringing your envisioned design to life. After the event concludes, we return to strike and wrap up seamlessly. Trust us to handle the logistics, leaving you free to savor every moment of your perfectly designed event.



# DETAILS &

*additional info*



Our pricing structure is flexible and may be adjusted based on the size of your guest list and the scope of your event. The pricing listed reflects our standard base rates. For a more tailored experience, we are more than happy to create custom packages that cater to your specific needs.

*It's important to highlight that the listed packages do not cover the cost of goods. Expenses for goods and vendor services will be handled separately, in accordance with your budget.*

Your event is unique, and we're here to craft an offering that perfectly fits your vision and requirements.

# CORPORATE DESIGN & COORDINATION *packages*

FOR MULTI-DAY EVENTS OR EVENTS WITH OVER 100 GUESTS



NETWORKING • HOLIDAYS • CONFERENCES • GALAS • WORKSHOPS • RETREATS

DESIGN & PLANNING ONLY .....\$3,400

DESIGN & COMPLETE COORDINATION SINGLE DAY  
EVENT..... \$7,500  
includes delivery, set up & strike

DESIGN & COMPLETE COORDINATION MULTI-DAY  
EVENT..... \$12,500  
includes delivery, set up & strike



# CORPORATE DESIGN *only*



**OUR DESIGN-ONLY EVENT PLANNING PACKAGE IS TAILOR-MADE FOR THOSE WHO HAVE THE LOGISTICS COVERED BUT SEEK TO ELEVATE THEIR EVENT'S VISUAL APPEAL. IF YOU HAVE THE VENUE, TIMELINE, AND VENDORS SORTED, OUR PACKAGE ADDS THAT EXTRA LAYER OF ARTISTIC FINESSE. IDEAL FOR BUSINESSES THAT WANT A PROFESSIONALLY CURATED AESTHETIC THAT TURNS THEIR EVENT INTO A CAPTIVATING MASTERPIECE WITHOUT THE FULL-SCALE PLANNING COMMITMENT.**

*package includes*

\$3,400

- Assistance in creating inspiration, color scheme, & event theme
- Unlimited phone and email communication with client
- Establish a design board with a cohesive aesthetic
- Full design presentation with inspiration & mock-ups for client to purchase and execute
- Recommendation of vendors + contact info/ links for the client to order + book
- Collaborate with the client until the design of the event is complete

**COST OF GOODS NOT INCLUDED**

# DESIGN & COMPLETE COORDINATION

*single day event package*



**EXPERIENCE STRESS-FREE EVENT PLANNING WITH POP & PINE DESIGN'S SINGLE DAY CORPORATE EVENT PACKAGE. FROM CONCEPTUALIZATION TO FLAWLESS EXECUTION, WE TAKE CARE OF EVERY DETAIL, ENSURING A DISTINCTIVE AND BEAUTIFUL EVENT. TRUST US TO BRING YOUR VISION TO LIFE, HANDLING DESIGN, COORDINATION, SETUP, AND STRIKE, SO YOU CAN CONCENTRATE ON THE SUCCESS OF YOUR EVENT.**

*package includes*

**\$7,500**

- Assistance in creating inspiration, color scheme, & event theme
- Unlimited phone and email communication
- Establish a design board with a cohesive aesthetic
- Full design presentation with inspiration & mock-ups
- Complete sourcing and booking with vendors & purchasing of goods
- Communication with vendors on logistics for the day of the event
- 5-8 team members to assist in setting up and styling your event + on site assistance with all other vendors for single day load in & strike
- 4-6 team members will return when your event has concluded to break down event
- Collaborate with the client until the event is complete

**COST OF GOODS NOT INCLUDED**

# DESIGN & COMPLETE COORDINATION

*multi-day event package*



**TAKE YOUR CORPORATE EVENT TO NEW HEIGHTS WITH POP & PINE DESIGN'S MULTI-DAY EVENT DESIGN AND COORDINATION PACKAGE. OUR ALL-ENCOMPASSING SERVICE EXTENDS BEYOND A SINGLE DAY, METICULOUSLY CURATING EVERY MOMENT OF YOUR MULTI-DAY EVENT FOR SUCCESS. OUR DEDICATED TEAM WILL BE ON-SITE EACH DAY, MANAGING SET UP AND STRIKE FOR VARIOUS OCCASIONS INCLUDING WORKSHOPS, LUNCHES, VIP DINNERS, AND MORE.**

*package includes*

**\$12,500**

- Assistance in creating inspiration, color scheme, & event theme
- Unlimited phone and email communication
- Establish a design board with a cohesive aesthetic
- Full design presentation with inspiration & mock-ups
- Complete sourcing and booking with vendors & purchasing of goods
- Communication with vendors on logistics for the day of the event
- 5-8 team members to assist in setting up and styling your event + on site assistance with all other vendors for multi-day load in & strike
- 4-6 team members will return when your event has concluded to break down event
- Collaborate with the client until the event is complete

**COST OF GOODS NOT INCLUDED**

# SAMPLE *presentation*

BBD LIVE | 11-30-03-2023



## *event overview*

Where innovation and entrepreneurship take center stage...

BUSINESS BY DESIGN LIVE brings together visionaries, industry leaders, and creative minds to explore the intersection of business and entrepreneurship.

Pop & Pine Design will provide a visually captivating and engaging atmosphere for the Business by Design Live Event. The design concept will incorporate a dynamic fusion of vibrant sunset colors, neon tech elements, and whimsical florals and balloons. This combination will create a memorable and exciting experience for event attendees, ensuring that branding and marketing opportunities are maximized.

## MOOD-BOARD

san juan capistrano, CA popandpinedesign.com (949) 228-9066

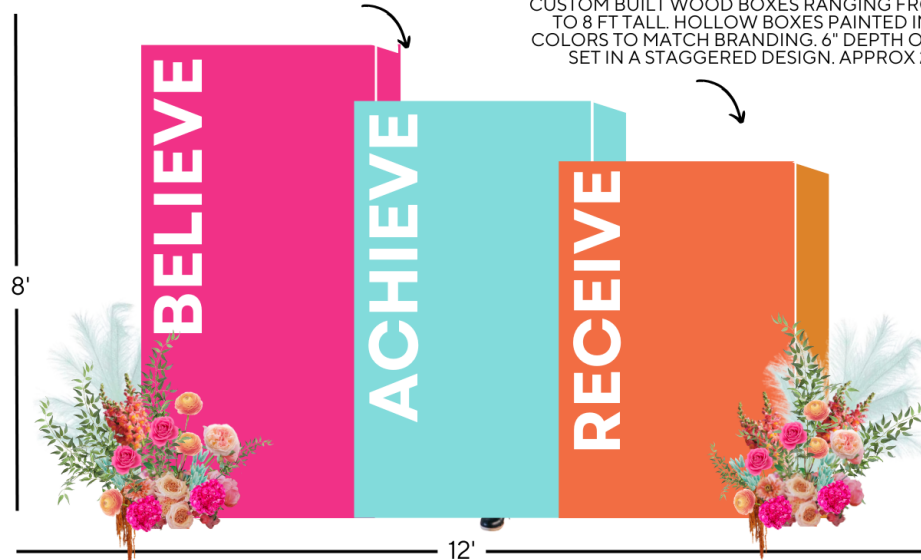
**POP&PINE**  
*design*

BBD LIVE | 11-30-03-2023



CUSTOM DIE CUT VINYL DECALS TO BE APPLIED TO BACKDROP DISPLAYS

CUSTOM BUILT WOOD BOXES RANGING FROM 6 FT TALL TO 8 FT TALL. HOLLOW BOXES PAINTED IN CUSTOM COLORS TO MATCH BRANDING. 6" DEPTH ON EACH BOX SET IN A STAGGERED DESIGN. APPROX 24" DEEP



LAYERED WOOD  
PHOTO OP

*vibrant and corporate*

VIBRANT FLORAL ARRANGEMENTS SET ON THE GROUND WITH COLORED PAMPAS FEATHERS AND ASSORTMENT OF VIBRANT BLOOMS.

## PHOTO MOMENT 2

san juan capistrano, CA popandpinedesign.com (949) 228-9066

**POP&PINE**  
*design*

# SAMPLE *presentation*

BBD LIVE | 12-01-03-2023

SET OF 3 FRAMES WITH HOT PINK SPANDEX COVERS AND A 36" NEON CHEERS SIGN HANGING FROM THE CENTER. PLACED EITHER BEHIND THE MAIN BAR



HOTEL PROVIDED FLOOR LENGTH LINENS WITH HOT PINK TABLE RUNNERS



BUD VASES IN SETS OF 3 TO GO ON COCKTAIL TABLES ( WILL ALSO BE USED IN SETS OF 5 AS ADDITIONAL CENTERPIECES FOR VIP LUNCHEES) & PINK RIBBED VOTIVES WITH TEA LIGHTS



## COCKTAIL EVENT

san juan capistrano, CA popandpinedesign.com (949) 228-9066

POP&PINE  
*design*

BBD LIVE | 11-30-03-2023



## STAGE DESIGN

san juan capistrano, CA popandpinedesign.com (949) 228-9066

POP&PINE  
*design*

# BASE PRICING

## *florals*



LUXE ARRANGEMENT | *large* mix of seasonal blooms with greenery in recommended container..... \$185

STANDARD ARRANGEMENT | *medium* mix of seasonal blooms with greenery in recommended container .....\$135

PETITE ARRANGEMENT | *mini* mix of seasonal blooms with greenery in recommended container ..... \$85

BUD VASES | 1-3 seasonal blooms with greenery ..... \$16.50

CUSTOM FLORAL DISPLAYS | garlands, arches, floor arrangements  
Starting at \$300

# BASE PRICING

## balloon backdrops



wooden rectangle backdrops

spandex covered  
backdrop - additional  
colors available upon  
request



gold balloon hoop



wooden arches & gold metal arch



### BALLOON GARLANDS

standard curated color palette. balloons  
ranging in size from 5" - 24"

\$25/FT

### SPECIALTY BALLOONS

metallic, double stuffed, specialty shaped  
balloons with curated color palette.  
balloons ranging in size from 5" - 24"

\$32/FT



### WOOD METAL & CUSTOM BACKDROPS

sizes from 6 ft to 8 ft tall. width can be  
customized based on number of pieces.

Starting at \$75 each

Custom builds starting at \$500

### CUSTOM VINYL DECALS APPLIED TO BACKDROPS

Starting at \$65

# BASE PRICING

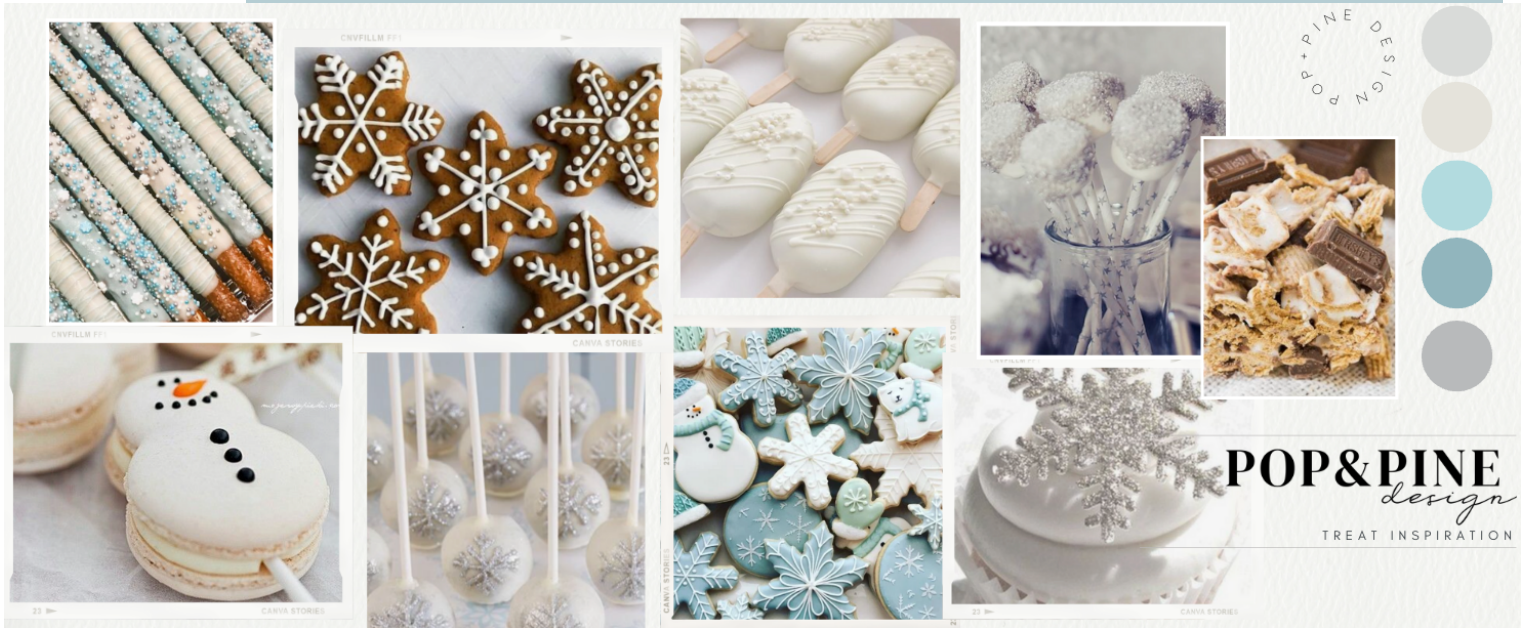
## *dessert bar*

### CAMP THEMED TREATS



DESSERT  
DISPLAY IS  
RENTED  
SEPARATELY

### WINTER WONDERLAND THEMED TREATS



### CUSTOM CURATED TREAT BAR

mini desserts set up on display

Prices range from \$3.50-\$6.75 depending on items and quantities



# BASE PRICING

## *rental furniture*

Explore a myriad of furniture rental options, ranging from essential tables and chairs with linens to vintage, bohemian, or modern lounge furniture. The possibilities are limitless, allowing you to customize your event space to match your unique style and preferences.

*Below are just a few examples of pieces with starting pricing*



ROUND TABLES WITH CHOICE OF LINEN - STARTING AT \$35



FOLDING CHAIRS - \$5



NON-FOLDING CHAIRS - \$13



ROUND HIGH TOP TABLES WITH CHOICE OF LINEN - STARTING AT \$40



STANDARD 8FT BAR - STARTING AT \$250



HEATERS - \$115

STARTING PRICE FOR TABLE SETTING RENTALS

NAPKINS - \$1.00 EACH  
CUTLERY - \$0.95/PIECE  
PLATES - \$1.50 EACH  
CHARGERS - \$4.95 EACH  
GLASSWARE - \$1.00 EACH

*Delivery fees not included*

# BASE PRICING

*specialty rentals*



PILLAR & FLOATING CANDLES IN  
GLASS CYLINDERS  
\$12.50 EACH



TAPERED CANDLES IN  
HOLDER REAL OR FAUX  
\$8 EACH



VOTIVES & TEA  
LIGHTS  
\$4.25 EACH



CREAM VELVET WITH GOLD  
LEG ACCENT CHAIR  
\$100



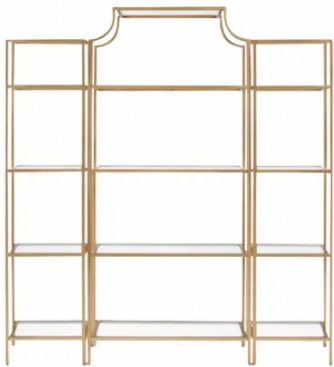
RATTAN FLOWER CHAIR  
WITH WHITE SEAT CUSHION  
\$75



CREAM AND GOLD HIGH  
BACK ACCENT CHAIR  
\$100



7' WHITE FRINGE  
UMBRELLAS  
\$45



GOLD FRAME WITH GLASS  
SHELVES  
RENTAL \$300



WHITE & GOLD  
COCKTAIL TABLE  
\$175



WOODEN SQUARE  
COFFEE TABLE  
\$165



TABLE RUNNERS, VARIOUS  
FABRICS & COLORS  
\$15 EACH

*Delivery fees not included*

# MOCK-UP *and* REALITY

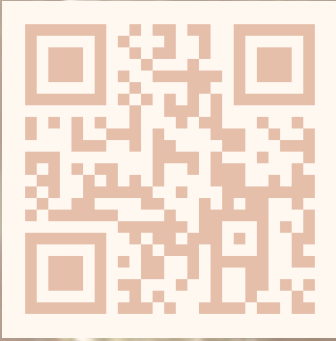


NYLAH'S 21ST  
JUNE 17, 2023



# CRAFTING SEAMLESS AND UNFORGETTABLE EXPERIENCES FOR EVERY OCCASION





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(949) 228 - 9066