



Venue Partner Proposal

www.wedshed.com.au



Hello, we're WedShed.

About us

WedShed is an online platform bringing together a collection of unique Australian venues to hire for weddings

We know how hard it is for couples to find awesome, personal spaces online to get hitched at (because we've been there).

We also know that there are plenty of venue owners and managers out there struggling to get onto couple's radars (because we've been there too).

This is where we come in. WedShed connects venues with couples who want a space that's a bit special for their big day.

What sets us apart?

WedShed is the first dedicated website in Australia to bring together a curated, hand-picked selection of unique venues that are bookable for weddings.

Like a lot of modern couples, we believe that the best weddings are about fun times spent with loved ones in amazing, memorable spaces.

We create a beautiful unique profile for each of our venues, without any pink frills, daggy design or bad fonts in sight.

Rather, your venue is showcased as it should be: on a stylish online space, amongst good company.

Why?

Couples are increasingly moving away from traditional 'wed-to-impress' packages and opting to hire a venue that reflects their lifestyle, loves and what they're all about. Yet, until WedShed, there hasn't been a platform that's solely focused on bringing together a solid collection of these awesome, unique spaces.

Without scouring the Internet for hours or relying on word-of-mouth, the process of finding a unique venue is actually pretty tricky (trust us, we've been there). Yet, at the same time, demand is growing for those slightly left-field spaces with personality.

When you consider that venue hire is one of the largest expenses of the average wedding (with the Australian wedding market worth a whopping \$7.3bn annually), there really should be a way to make this major part of the planning process fun and inspiring. Enter us.

We should also mention the fact that private property rental was one of the top 5 most-profitable growing Australian sectors in the last couple of years (think Airbnb and Stayz). While you might not be a privately owned venue, this growth area reflects people's desire to branch out from traditional spaces – and it extends to the events sector.



\$7.3 bn

Value of Australian wedding market



Couples are branching out from the traditional



Custom, personalised weddings on the rise



Couples are searching for information online

The feedback

Since launching in March 2015, we're chuffed (and humbled) to have had nothing short of overwhelmingly amazing feedback.

80,000+ couples have searched for WedShed venues since launch

420,000+ page views on wedshed.com.au

13,000+ Instagram followers and 4,300+ Facebook fans

Ladies, I feel the need to message and say THANK YOU!

Finding a venue that is unique is one of the hardest things I have done and when you can't find that one, the planning becomes stressful more than fun. Up until I was recommended wedshed – I have already searched and seen 4 venues I love. Look forward to working with you.

Abbie Reynolds, NSW

We enquired about Avalon Sailing club through Wed Shed, went and had a look at the venue, loved it and booked it. It was the first venue we looked at, so the whole process was super easy and enjoyable.

Your site is great for nice big photos and initial info to help decide if it's worth going to see the venue.

Keren Moran, NSW

I just wanted to say THANK YOU! I've just started planning a wedding and it's naturally overwhelming, but your blog articles are rocking my world – it's useful information that's incredibly relevant and makes doing the research fun.

I hope you enjoy what you do because you're doing an incredible job!!! Many thanks

Cate Ephcott, VIC

The WedShed helped me to find a venue the suited what we wanted after many months of looking and not being able to find the right type of place.

Thanks again for the helpful website.

Isabella Boddy, WA

'We LOVE WedShed. A website dedicated to finding unique venues, Australia-wide.'

'This website will help you find the wedding venue of your Pinterest dreams.'

'This Sydney startup hopes to become the one-stop-shop for planning a wedding.'

'WedShed is Airbnb for wedding venues and it's spectacular.'

BRIDE
YOUR ULTIMATE WEDDING GUIDE

HOORAY! BuzzFeed HELLO MAY  startupsmart NOUBA COSMOPOLITAN theVINE

wedshed.com.au

What our venues say

"We were lucky enough to meet the lovely ladies Amy and Mel behind WedShed when the pair were first scouting venues in Melbourne / VIC.

Two smart gals with vision + down to earth approach, we knew that WedShed was going to be a huge success and we were very excited about joining the WedShed portfolio.

Since WedShed has launched we have received a crazy amount of enquiries about the property. We really could not be happier and the number of enquiries has been far beyond our expectation.

We do advertise elsewhere, but I can comfortably say that the majority of our enquiries come directly from WedShed."

Caroline Thomson // Heartwood, VIC



"Wed Shed is a fantastic, new, innovative & vibrant platform to help couples & wedding suppliers find each other!

It offers real inspiration & honest & achievable ideas to brides & grooms. For those in the industry its the perfect platform to showcase your services as well as be inspired by others."

Che Devlin // Byron Bay Weddings (Fig Tree Restaurant, byronviewfarm, Horizon, Whimsy Farm & Graciosa, NSW



"WedShed is an absolute blessing to a DIY farm venue like ours. As soon as our listing went up we were inundated with enquiries. And whenever they give us a mention on social media we get a spike in interest..

Clearly the couples who are looking for unique and personal venues are going to WedShed to find them. In fact if I hadn't already been in the process of building our website I would have seriously considered the fact that with WedShed we wouldn't need one.

What's more, Amy and Mel are super switched-on. They are generous with advice and offer a really personal service. We feel really lucky to be involved with them."

Amy Willessee // Willow Berry Farm, NSW



"Since joining WedShed recently, we have had 2 couples (that I know of) book their weddings with us, who came through your website. A number of couples have also told me that they saw us on your website, but already knew about us.

It's always a bit daunting when advertising with a new website, but I am very pleased with the response so far. The website and is fantastic, and you girls are doing a great job at promoting it. Keep up the good work!"

Karyn Fox // The Barn at Adams Peak, NSW



How do you define a venue?

We use the word 'venue' quite broadly. It includes (but is in no way limited to):

- ▶ Rooftops
- ▶ Farms
- ▶ Studios + galleries
- ▶ Woolsheds
- ▶ Restaurants + bars
- ▶ Warehouses
- ▶ Holiday homes
- ▶ Vineyards
- ▶ Boats
- ▶ Vacant land
- ▶ Boat sheds
- ▶ Gardens

Our couples

We're bridging the gap for down-to-earth people who want somewhere special to share a love-filled celebration with friends and family but without the restrictive packages so often offered by more traditional venues.

We attract 'bridechillas' – an easy-going bunch that are searching for the freedom to plan and style their big day in a way that says 'this is us'.

They're looking for blank-canvas spaces, unique venues, friendly hosts and a connection to a place. Whether they're up for a spot of DIY or are planning on bringing in a team, our couples want to make their wedding venue reflect what they're all about.

What happens when a couple wants to arrange a viewing or book?

If a couple is keen to view or book your venue, they will send you a contact form via WedShed or click through to your own website/social media and get in touch there.

We know that many of you already have processes in place to facilitate property viewings and bookings. Our belief is that nobody is better equipped to talk up the merits of your property than you, so we leave this in your hands and step out after that initial enquiry.

We've helped a couple find and connect with you. In a busy online space, this is no easy feat.

How it works

Interested? There are just five steps.



1

Have a chat with us about your venue and its suitability



2

We work with you to set up a unique profile for your venue, with plenty of info and imagery



3

Couples email you directly via our contact form, or via your own website after having found you on WedShed.



4

You manage the viewing and booking contracts, and when a couple books, the profit is all yours. We take zero commissions



5

Raise a glass - you just helped make a couple's dream day come to life, while putting something in the back pocket

Why join WedShed?

- ▶ **You join a handpicked selection of venues.** The quality of our partnerships is important to us - we only list venues we'd get hitched at ourselves. We feel this sets a standard and establishes trust and authenticity in the minds of our couples.
- ▶ **Our site has the first vendor directory that directly links up vendors (e.g. photographers, florists, stylists, etc) with venues.** We're pretty proud of our back-end system that matches up both parties based on regions to help couples support the local community. What this means for you is that you'll have your own army of wedding industry people sharing word about your venues - because they want to work at it. It's like a WedShed cheer-squad.
- ▶ **We attract the kind of couples that you want to work with.** Loved-up people who are looking to create a big day that represents what they're all about at a location that feels special to them.
- ▶ **We're the first venue-focused platform in Australia to list non-venue venues, if you get what we mean.** Our collection of often non-traditional venues attracts those clear-sighted, creative couples that are looking for meaningful celebrations without sweating the small stuff. If you too, are targeting fun, easy-going people that care deeply about creating a personal and heartfelt wedding, then WedShed is a good place to be.
- ▶ **You get the benefits of our marketing efforts.** We'll get into this on the next page.
- ▶ **Our editorial is free.** You know when you read an article on a website and it's so heavily branded and obviously advertorial that it's hard to take seriously? Yeah, nope. We don't do that. All the content we feature on our site and our social media is there because we love it, and we believe our couples will too. And whenever possible, we'll always feature our partner venues.
- ▶ **WedShed is made by 'bridechillas' for 'bridechillas'.** We understand what content, venues and businesses will appeal to our couples because we identify with them. We are our own target market, and we're committed to helping position all our partners in a way that appeals to us and therefore, them.

How we market your venue

Through a variety of means, such as...

- ▶ WedShed - your venue receives an individual venue profile
- ▶ Our social media
- ▶ Our blog 'Wedspiration'
- ▶ Strategic media relations and ongoing media partnerships
- ▶ Targeted advertising through key channels
- ▶ Direct links to your venue and social media
- ▶ Our regular emails to all WedShed subscribers (where we announce new venues and share planning advice)

We also...

- ▶ Share insights and learnings about our target market for you to apply to your own marketing efforts
- ▶ Share free eBooks and resources with our venue partners to help you book more weddings
- ▶ Provide one-on-one consultations on request to all venue partners to chat about amplifying their venue, free of charge
- ▶ Publish 'Real Weddings held at our venues on our blog to help drive traffic and interest to your space



The financials

'The Annual'

• ~~12 months~~ *Summer Special* 15 months

\$450 + GST

'The Commitment'

• 24 months

Summer Special - take off 20%

\$720 + GST (saving of \$180)

Includes

A unique venue profile with links to your own website + social media, plus all that marketing we talked about earlier

Why? Several reasons.

- ▶ Only platform of its kind in Australia
- ▶ Awesome value - a below-average listing fee compared to all other Australian bridal sites
- ▶ Made by bridechillas for bridechillas. We're your target market.
- ▶ No commission on weddings booked. We're not greedy - it's one flat annual rate.
- ▶ If you book at least one wedding as a result of partnering with WedShed, you've most likely made your investment back. Naturally, we hope to help drive a fair few your way
- ▶ We don't just list and let pass - we're constantly monitoring, improving, tweaking and sharing. We'll switch your photos up if we think they need a refresh and we'll share our honest learnings with you

Meet the team

We figured it's always nice to see a human face behind a business, so here are ours.

We're Mel Mashman and Amy Parfett – two Sydney- based women who grew up together, travelled abroad together, and experienced the struggles of finding a wedding venue together. We firmly believe that weddings should be about the people involved, not the traditions and spectacle that so many couples sadly feel the pressure of.

WedShed is our way of helping like-minded and loved- up humans find awesome venues in which to say some nice words, share some rings, eat and drink and have a boogie.

Together, we've got more than a decade of experience in communications, events and digital marketing. We walk the talk too – Amy was hitched in a hayshed in Mudgee, while Mel tied the knot on a private farm in Kangaroo Valley.





Keen to be involved?

The next step is to fill out our venue questionnaire. You can access it by clicking [here](#).

Questions?

We're at hello@wedshed.com.au