



The Effortless Affair

BE A GUEST AT YOUR OWN PARTY

Welcome Friends,

I'M MICHELLE

FOUNDER OF THE EFFORTLESS AFFAIR



Being a mom of three kids under ten, I know firsthand how chaotic life can get. Between school drop-offs, snack requests, and the endless to-do lists, planning a picture-perfect party can feel impossible. That's why I built my business around one **simple goal: to let parents be a guest at their own party.** Whether it's a first birthday or a milestone celebration, I create events that are just as magical for the grown-ups as they are for the little ones.

Before diving into event planning, I spent a decade leading an Operations team at a top NYC hedge fund. Logistics, efficiency, and attention to detail were my bread and butter. I managed high-stakes, fast-moving projects where every detail was expected to be flawless. That experience shaped the way I approach event planning today. I thrive on organization, precision, and turning a vision into reality, seamlessly handling the moving parts so my clients don't have to.

Since launching my business in 2018, I've planned and executed hundreds of events, from dreamy first birthdays to Sweet Sixteens. I specialize in creating whimsical, immersive experiences that transport guests into a world of fun and wonder. While children's events are my specialty, if the vibe is right, I've been known to throw an epic grown-up celebration too. No matter the occasion, my goal is always the same—to take the stress out of planning so my clients can truly enjoy their special moments.



WHAT WE DO

We take busy parents from **overwhelmed to overjoyed** by creating beautifully curated, stress-free children's events. With a blend of expert logistics, creativity, and a touch of whimsy, we transform celebrations into **unforgettable experiences**—so parents can be a guest at their own party

WHY US?

We blend luxury event planning with the real-life understanding of what busy parents need—a seamless, stress-free experience that lets them enjoy their child's special day instead of managing a million details.

We bring a background in high-level operations, ensuring not just a beautiful event, but one that runs flawlessly.

Our all-encompassing approach to event planning allows our clients to relax, knowing that every detail has been carefully considered and seamlessly handled.



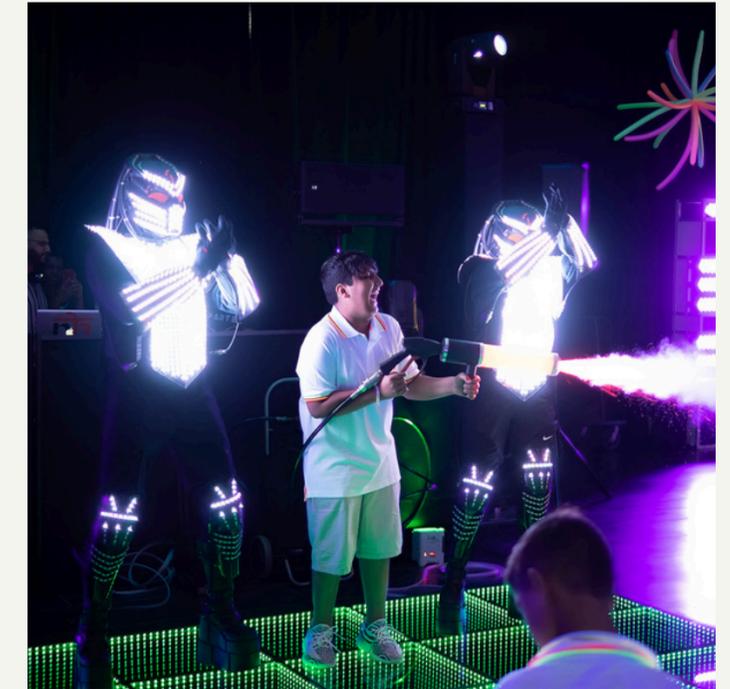
WHAT AWAITS YOU



CULINARY
EXPERIENCES



CREATIVE
DESIGN



OVER THE TOP
MOMENTS

WHAT AWAITS YOU



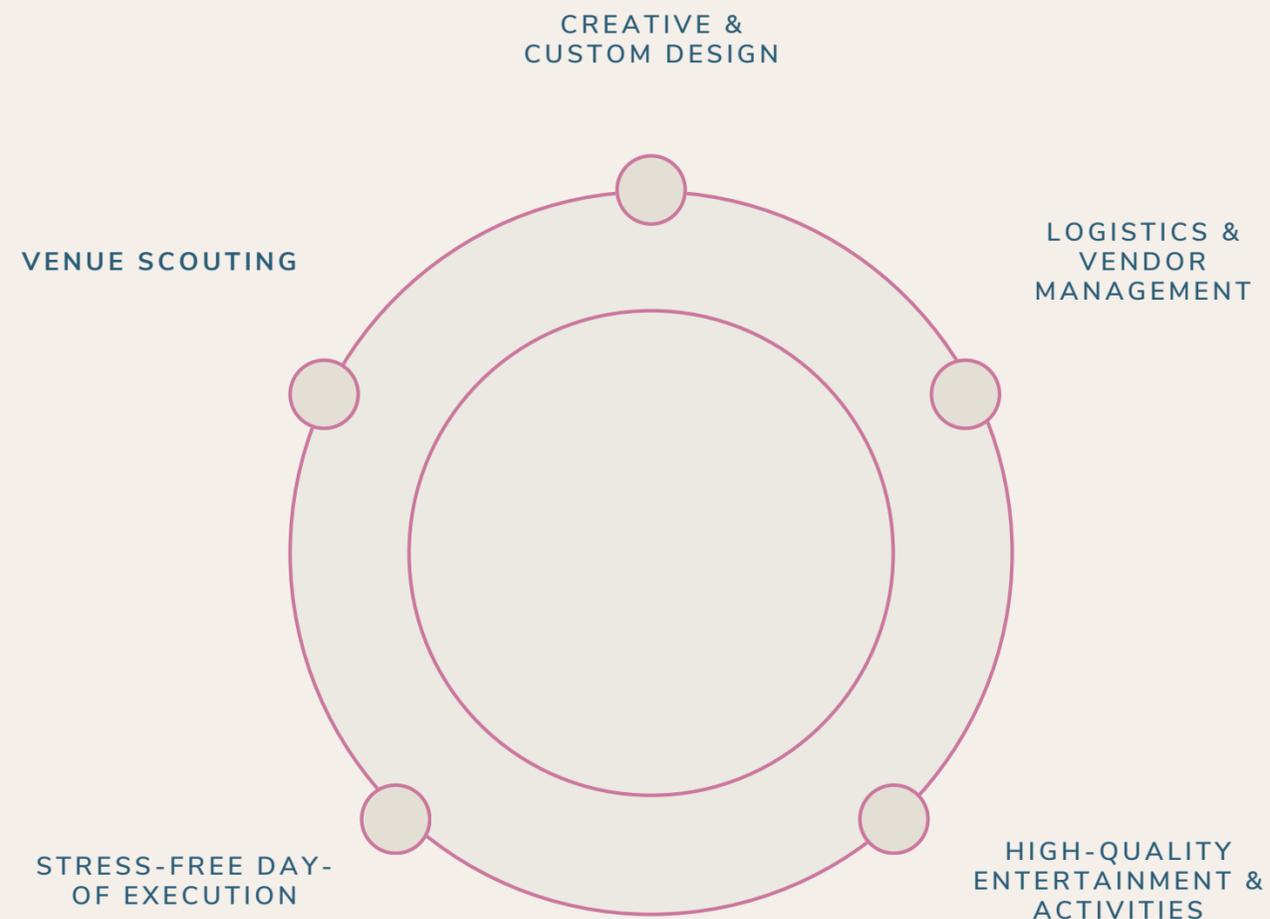
LIFELONG
MEMORIES



IMMERSIVE
GUEST
EXPERIENCES



PERSONALIZED
DETAILS



FULL PLANNING SERVICES

We specialize in full-service event planning that takes the stress off your plate and transforms *your vision into a beautifully executed celebration. From concept to cleanup, we handle every detail*—curating bespoke themes, coordinating top-tier vendors, and ensuring seamless logistics—so you can be fully present in the moment.

With a blend of creativity, precision, and a touch of whimsy, we design immersive, high-end experiences that leave a lasting impression. Whether it's a child's first birthday or an elegant Sweet Sixteen, our goal is simple: to make your event effortless, stunning, and completely unforgettable.

EVENT DESIGN & CONCEPTUALIZATION

Our event design and conceptualization process begins with a deep dive into your vision, ensuring every detail aligns with your style, theme, and desired guest experience.

We craft a fully immersive concept, blending aesthetics, color palettes, textures, and interactive elements to create a cohesive and visually stunning event. From bespoke backdrops and statement balloon installations to curated tablescapes and personalized details, every design element is intentionally selected to bring your celebration to life.

With a balance of creativity and strategic planning, we transform ideas into a beautifully executed reality, ensuring a one-of-a-kind experience that wows guests from the moment they arrive.





PRODUCTION MANAGEMENT & EXECUTION

Our event management and production process is designed to be seamless, stress-free, and executed with precision. From the initial planning stages to the final breakdown, we handle every detail with expert coordination and meticulous organization. We create comprehensive timelines, manage vendor logistics, oversee installations, and **ensure every moving part comes together flawlessly**. On event day, our team is on-site to direct setup, troubleshoot any challenges, and keep the celebration running smoothly, so our clients can be fully present and enjoy the moment. With a behind-the-scenes approach that feels effortless to guests, we bring creativity and structure together—delivering an event that's polished, immersive, and completely unforgettable.

UNEXPECTED ENTERTAINMENT

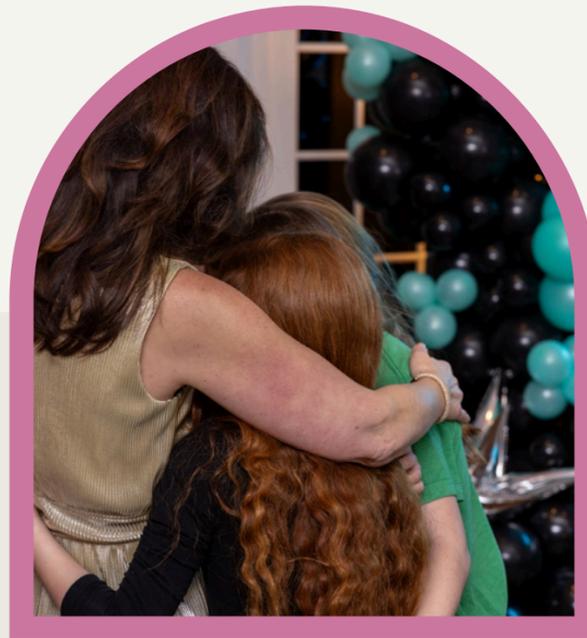
We thrive on creating unexpected entertainment that transforms events into **once-in-a-lifetime experiences**. We don't just follow trends—we set them, constantly sourcing fresh, innovative ideas that leave guests in awe.

From interactive performers and immersive installations to surprise reveals and out-of-the-box activities, we curate entertainment that's anything but ordinary.

Our passion lies in bringing new, exciting experiences to our clients, ensuring their event is truly one of a kind. When you work with us, you're not just getting a party—you're getting a spectacle that no one else has seen before, making your celebration stand out in the most unforgettable way.



THE BIG REVEAL



There's nothing quite like The Big Reveal—*that magical moment when my clients step into their event space for the first time and see their vision brought to life.* It's the mix of excitement, awe, and sometimes even happy tears that makes all the planning, designing, and logistics worth it. I love watching their eyes light up as they take in every detail. It's a feeling of pure joy, not just for them, but for me too, knowing that I've created something unforgettable. That moment is why I do what I do—to turn dreams into reality and give my clients an experience they'll never forget.

TIMELINE OF YOUR EVENT

01

CONTRACT & RETAINER

The planning process begins once the contract is signed and the \$2,500 retainer is paid, securing your event date.

03

ENTERTAINMENT SELECTION

We curate and finalize entertainment selections, ensuring interactive, unique experiences that perfectly complement your event's theme.

05

INVESTMENT BREAKDOWN PRESENTATION

We provide a detailed investment proposal, outlining all costs line by line to ensure transparency and align with your budget.

02

VENUE SCOUTING

We conduct venue scouting or a private estate site visit to assess the space and finalize logistical details for your event.

04

DESIGN PROPOSAL

We present a custom design proposal, showcasing the event's theme, décor elements, and overall aesthetic to bring your vision to life.

06

PRODUCTION & EVENT EXECUTION

Our team oversees production and event execution, coordinating every detail to ensure a seamless, stress-free, and unforgettable celebration.



HOW WE KEEP YOUR EVENT SAFE, SECURE & STRESS-FREE

When you trust us with your event, we take that responsibility seriously. Here's how we ensure your privacy, protection, and peace of mind:

01

CONFIDENTIALITY FIRST

Your event details stay private. Every team member and vendor we work with signs a strict NDA before accessing any client information. Whether it's a high-profile celebration or an intimate gathering, your privacy is our priority.

02

LIABILITY INSURANCE

Life happens, but we've got it covered. With \$5 million in liability insurance, we're fully prepared for the unexpected, so you can relax and enjoy the party.

03

CLEAR, PROTECTIVE CONTRACTS

No surprises, no guesswork. Our detailed contracts outline every service, expectation, and policy upfront, ensuring transparency and security for both parties.

04

TRUSTED, VETTED VENDORS

Only the best for your event. We handpick and vet every vendor, ensuring they are fully insured, reputable, and meet the highest standards in quality and safety.



INVESTMENT & PLANNING DETAILS

RETAINER, FEES & EVENT MINIMUMS

Our event planning fees are 10% of your total party cost, with a minimum investment of \$4,000. To begin, a \$2,500 retainer is required to secure your date and initiate the planning process.

To ensure a high-end, fully immersive experience, we require a \$20,000 event minimum.

INVESTMENT BREAKDOWN

Once the event design is finalized, we work closely with all production partners to create a detailed, transparent budget that outlines every cost, line by line. This ensures our clients have a clear understanding of where their investment is going, with no surprises along the way. Our goal is to maximize value while maintaining the highest level of quality, ensuring every dollar contributes to an unforgettable experience.

COMMUNICATION & COLLABORATION

We believe in clear, consistent communication to keep the planning process seamless and stress-free. Clients can expect monthly meetings to review event production progress, ensuring every detail stays on track. For any questions in between, clients are welcome to email as often as needed, and The Effortless Affair team will respond during the next business day's hours. Our goal is to keep you informed and involved while making the process as smooth and enjoyable as possible.

FINAL BALANCE & PAYMENT TERMS

To ensure a smooth planning process, we require a 50% installment payment once the final budget has been approved. The remaining balance is due one week before your event to guarantee all final details are in place. This structure allows us to seamlessly coordinate with vendors and production teams, ensuring your event is executed flawlessly.



YOU DESERVE
TO ENJOY THE MOMENT



THANK YOU
Let's get your party started!



THEEFFORTLESSAFFAIR

WWW.THEEFFORTLESSAFFAIR.COM

