

love + light

WEDDING FESTIVAL



RUTHERGLEN | 17TH & 18TH FEBRUARY 2018



As more and more couples forgo traditional weddings in favour of personal celebrations, it's essential to showcase providers that support custom weddings: tailored ceremonies and intimate receptions that make for lifelong memories of love and happiness.

Love + Light Wedding Festival 2018 is opulent, detailed and a little bit epic. It's been designed to help today's celebration holders put together their best day: interactive installations, pampering stations, runway shows and so much more.

As a Wedding Trail participant, you'll enjoy the unique opportunity to connect with couples dreaming of a day that says "this is us". They'll gain rare insight into a Rutherglen celebration, whilst meeting some of the best wedding suppliers our region has on offer.

Georgie

Georgie James

Director | Love + Light Wedding Festival

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A WEDDING FESTIVAL LIKE NO OTHER

Love + Light Wedding Festival presents a fresh and contemporary approach to planning your best day. With all participating wedding trail venues set up as 'wedding ready', our guests have the unique opportunity of seeing their perfect day come to life - months ahead of schedule. It makes for a totally seamless planning process and the choice to marry in Rutherglen an irresistible proposition.

Love + Light features unique and engaging events, with a fabulous array of collaborative vendors at each venue. Every essential ingredient required to simulate a wedding day will be there on offer, making the experience as close to the real thing as possible. Our guests will walk away feeling inspired and engaged, knowing exactly where they want to hold their ceremonies and how they're going to play out.

Love + Light has a strong focus on guest experience and take home feels. For everyone involved, it's a tantalising treat that's fun, engaging, light and exciting. Starting on the Saturday night with an exclusive runway show, festivities continue the next day with a full calendar of events. It's going to be one of the most exciting wedding festivals that's been held and we can't wait to have you on board!



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VENUE + VENDOR COLLABORATIONS

Love + Light Wedding Festival provides an opportunity for all involved to show their strengths, passions, creativity, personalities and talent to the wider market, boosting individual businesses as well as local tourism and the wedding industry. It's our chance to promote our collective years of experience organising memorable events and helping celebration holders have their best days.

On receipt of booking confirmations, the Love + Light team will curate the list of suppliers to match vendors and venues at each location to present a cohesive theme. This ensures that each venue is as close to being a real-life celebration as possible, helping our guests to imagine themselves in the moment and know exactly who they want to engage as part of their day.

Strong collaboration between all involved is a critical component of Love + Light's success. The take-home message for our guests will be that in Rutherglen we know what it takes to get the most from an occasion and have the skills required to bring it all together. It gives our professional wedding suppliers a chance to shine, turning the spotlight on the rich skills and talents available to make dreams a reality.



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UNTAPPED REGIONAL BENEFITS

Love + Light Wedding Festival will feature the region's best venues and most creative suppliers to the wedding and events industry, making the choice to marry in Rutherglen irresistible. With world class food, wine, accommodation and wedding suppliers - and nestled in beautiful scenic surrounds - it's the perfect location to be promoted for destination weddings.

We're encouraging guests to come armed with their family and friends, make a weekend of it and see why Rutherglen is one of Australia's premier year round wedding destinations. It puts North East Victoria on the map for couples from Canberra, Sydney, Brisbane, Melbourne and beyond, who are seeking a special celebration with all the pizzazz, flair and atmosphere that makes for a day to remember.

For someone who marries in Rutherglen, it's like a gift to your guests by bringing them to this stunning location. And when you think of how many people fall in love with the place while they're here, it puts us in the long-term spotlight too. Imagine how many of our couples - and their guests for that matter - will return for anniversaries and special little somethings they forever identify with this magical part of Australia.

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PR & MARKETING

Love and Light Wedding Festival 2018 features an extensive PR and marketing campaign to draw targeted ticket sales and increase the number of weddings and special events held in Rutherglen. Each participant will automatically receive an online website listing, be included in all printed promotional materials and be promoted to our social media channels and email lists.

Additional promotional opportunities will include giveaways in advance of the event, spot prizes on the day and inclusion in a major prize giveaway that will be heavily advertised as a pinnacle incentive for guests. Media opportunities will also arise at scheduled times and we would encourage suppliers to be available for participation on request.

We also invite our partners to highlight their collaborations and individual events via their own websites, social media platforms and wider communications channels. We will provide a file of digital assets with social media and other promotional imagery that can be used, as well as written communications that can be personalised and sent out to your audience.



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DON'T MISS

this exclusive opportunity to be part of this exceptional wedding festival putting North East Victoria on the map for newly engaged couples.

Please register via this link:

<http://eepurl.com/c2GIZL>

CONTACT US

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