

MAD SUN STUDIO

EXPERIENCE GUIDE



AN INTRODUCTION TO OUR PROCESS, SIGNATURE
OFFERINGS, AND INVESTMENT LEVELS

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WELCOME

AFTER YEARS IN HIGH-SPEED EVENT PRODUCTION, I RETURNED TO MY ROOTS AS A FINE ARTIST TO PRIORITIZE TACTILE JOY AND GENUINE HUMAN CONNECTION. I FOUNDED MAD SUN STUDIO TO BRIDGE THE GAP BETWEEN LOGISTICS AND ART, CRAFTING INTENTIONAL PIECES THAT LIVE AND BREATHE WITHIN AN ATMOSPHERE. MOVING BEYOND TEMPLATES, I USE ORGANIC FORMS AND UNEXPECTED COLORS TO CREATE HIGH-QUALITY WORK THAT INVITES GUESTS TO STOP, TOUCH, AND FEEL THE ENERGY OF A ROOM. MY PROMISE IS TO FIND THE ART IN THE NOISE, ENSURING EVERY DETAIL IS AS FUNCTIONAL AS IT IS BEAUTIFUL. IT'S A HANDS-ON, INTUITIVE APPROACH TO DESIGN THAT PUTS THE HUMAN EXPERIENCE AT THE CENTER OF EVERYTHING I MAKE.

Madison

OWNER & PRINCIPAL DESIGNER

PHILOSOPHY

OUR PROMISE IS TO UPHOLD A UNIQUE DESIGN PERSPECTIVE THROUGH A DEDICATED, HANDS-ON APPROACH TO EVERY PROJECT. WE PRIORITIZE THE USE OF EXCEPTIONAL MATERIALS AND LOCAL COLLABORATION, BELIEVING THAT TRUE QUALITY IS FOUND IN THE INTERSECTION OF PREMIUM SOURCING AND DETAILED CRAFTSMANSHIP. WE COMMIT TO DELIVERING WORK THAT IS ROOTED IN INTENTIONAL ARTISTRY; ENSURING EVERY DETAIL REFLECTS OUR SHARED VISION AND A HIGH STANDARD OF EXCELLENCE.

DESIGN IS AT ITS BEST WHEN IT CELEBRATES THE FULL SPECTRUM OF THE HUMAN EXPERIENCE. WE ARE COMMITTED TO FOSTERING AN INCLUSIVE SPACE WHERE EVERY COUPLE AND EVERY CLIENT FEELS SEEN, HEARD, AND CELEBRATED.

ALL LOVE AND ALL IDENTITIES ARE WELCOME HERE.





THE EXPERIENCE

WORKING TOGETHER IS DESIGNED TO BE AS EFFORTLESS AND INSPIRING AS THE FINAL PRODUCT. WE TAKE THE WEIGHT OFF YOUR SHOULDERS, GUIDING YOU THROUGH A SEAMLESS, COLLABORATIVE PROCESS FROM INITIAL CONCEPT TO THE COMPLETED DESIGN.

GUIDED STEP-BY-STEP

CLEAR REFERENCE MATERIALS, STRUCTURED TIMELINES, AND EXPERT ADVICE

FULL CREATIVE LEADERSHIP

WE TAKE ON THE HEAVY LIFTING - INTERPRETING YOUR STYLE, BRINGING IDEAS TO LIFE, AND MANAGING THE PROCESS END-TO-END

TACTILE EXCELLENCE

EXCEPTIONAL, HIGH-QUALITY MATERIALS DESIGNED TO LEAVE A LASTING IMPRESSION

RESPONSIVE PARTNERSHIP

QUICK COMMUNICATION, TRANSPARENT UPDATES, AND HERE FOR ALL YOUR QUESTIONS

TAILORED PRECISION

COMPREHENSIVE MOCKUPS, PROOFS, AND FLEXIBLE REVISIONS TO ENSURE YOUR DESIGN IS PERFECTED DOWN TO THE MILLIMETER

WHITE GLOVE SERVICE

FROM INITIAL CONCEPT TO ASSEMBLY & MAILING TO ON-SITE SETUP & BREAKDOWN, WE HANDLE EVERY DETAIL SO YOU DON'T HAVE TO

SERVICES



CUSTOM WORK

A FULL SERVICE EXPERIENCE
FOR CLIENTS WHO SEEK
HEIRLOOM WORTHY PAPER
AND DESIGN



SEMI-CUSTOM INVITATIONS

A REFINED COLLECTION OF
PRE-DESIGNED SUITES
PERSONALIZED TO BE
DISTINCTIVELY YOURS



DAY OF DETAILS

FOR THOSE WHO
VALUE AN IMMERSIVE
AND SEAMLESSLY COHESIVE
GUEST EXPERIENCE



CUSTOM SUITES

THE FULL EXPERIENCE • COMPLETELY HANDS-FREE

DESIGN CONSULTATION / CONCEPT DEVELOPMENT / TIMELINE MANAGEMENT

CUSTOM COLOR STORY

PROFESSIONAL RESOURCES

UNLIMITED REVISIONS

ADDRESSING PROOFING

WHITE GLOVE ASSEMBLY

STAMP CURATION / MAIL-OUT SERVICES

THE KEEPSAKE SUITE

• INCLUDED IN ALL CUSTOM INVITATION ORDERS •

PERSONALIZED LINEN KEEPSAKE BOX

2 INVITATION SUITES

PHOTOGRAPHY EMBELLISHMENTS

CALLIGRAPHY & CURATED STAMPS

HANDMADE HIS & HER VOW BOOKS

INVESTMENT STARTS AT \$5,000

YOUR FINAL INVESTMENT IS TAILORED TO THE COMPLEXITY OF MATERIALS,
PRINTING METHODS AND GUEST COUNT. TYPICALLY OUR CLIENTS SPEND BETWEEN
\$6,500 - \$12,000+ WITH UPGRADES AND EMBELLISHMENTS





SEMI • CUSTOM

OUR SEMI-CUSTOM COLLECTION OFFERS AN ELEVATED, FINE-ART SUITE ON A STREAMLINED TIMELINE BY LETTING YOU PERSONALIZE COLORS, PAPER, AND EMBELLISHMENTS WITHIN OUR SIGNATURE PRE-DESIGNED LAYOUTS. WHILE FOUNDATIONAL ELEMENTS LIKE BASE ARTWORK AND FONT STRUCTURES REMAIN FIXED, IT IS THE PERFECT CHOICE IF YOU WANT A REFINED, HIGH-END FEEL WITHOUT THE LONGER LEAD TIME OF A FULLY BESPOKE DESIGN.

INCLUSIONS

CONSULTATION & PERSONALIZATION
2 REVISION ROUNDS
DIGITAL PRINT
PREMIUM DOUBLE THICK PAPER
RETURN ADDRESSING
RESPONSE ENVELOPE ADDRESSING

UPGRADES

ENVELOPE LINERS
WAX SEALS
SILK RIBBON
VELLUM WRAPS & OVERLAYS
GUEST ADDRESSING
LETTERPRESS & HANDMADE PAPER

INVESTMENT STARTS AT \$1,575

FOR 100 5-PIECE SUITES WITH NO UPGRADES

CLIENTS TYPICALLY SPEND BETWEEN \$2,500 - \$5,000 WITH ADD ON OPTIONS

DAY OF DETAILS

PAPER DETAILS

DINNER MENUS
BAR FOLIO MENUS
PROGRAMS
PLACE CARDS
ESCORT CARDS
CHAIR TAGS
STICKERS
GIFT TAGS
DIE CUT FANS
BUFFET CARDS
VOW BOOKS

CUSTOM INVITATION CLIENTS RECEIVE AUTOMATIC PRIORITY FOR ALL DAY-OFDETAILS AND SIGNAGE. STANDALONE DAY-OF PROJECTS ARE ACCEPTED ON A LIMITED, CASE-BY-CASE BASIS BASED ON SEASONAL AVAILABILITY.

SIGNAGE

WELCOME SIGNS
CEREMONY DIRECTIONALS
RESERVED SEATING
SIGNATURE DRINKS
BAR OFFERINGS
GUEST BOOK
CARD BOXES
EVENT SCHEDULES
MEMORIALS

FAVORS

COCKTAIL & DINNER NAPKINS
DRINK STIRRERS
FROSTED CUPS & KOOZIES
MATCH BOOKS
CUSTOM BOXES

INSTALLATIONS

WELCOME STATEMENTS
SEATING CHARTS
ESCORT CARD DISPLAYS
LARGE WALLS
GUEST TAKE AWAYS

STRUCTURAL DISPLAYS REQUIRE A PREMIUM INVESTMENT DUE TO CUSTOM FABRICATION, HEAVY MATERIAL SOURCING, AND HANDS-ON BUILDOUT. FULL-SERVICE DELIVERY, INSTALLATION, AND STRIKE ARE AVAILABLE EXCLUSIVELY IN THE GREATER CHATTANOOGA AREA. BECAUSE ON-SITE DATES ARE STRICTLY LIMITED EACH SEASON, EARLY BOOKING IS REQUIRED TO GUARANTEE AVAILABILITY.

STARTING INVESTMENT

\$1,500

STARTING INVESTMENT

\$1,500

STARTING INVESTMENT

\$2,500

CALLIGRAPHY & CUSTOM ART



CALLIGRAPHY

WE OFFER HAND CALLIGRAPHY IN HOUSE
ON A FIRST COME FIRST SERVE BASIS
WITH PRIORITY GIVEN TO CUSTOM CLIENTS

ENVELOPE ADDRESSING
LIVE EVENT ACTIVATIONS
SPOT CALLIGRAPHY
ENGRAVING / HOT FOIL
PLACE CARDS / ESCORT CARDS
VOWS / LETTERS / POEMS
CUSTOM MIXED INKS

CUSTOM ARTWORK

WATERCOLOR / LINE ART
DIGITAL DESIGN
MONOGRAMS / CRESTS / ELEMENTS
VENUES / COCKTAILS / PATTERN WORK

PROJECT MINIMUM

\$300





THE PROCESS

01 • STRATEGY & BOOKING

WE CUT THROUGH THE NOISE AND TALK FACE-TO-FACE.
WE DEFINE YOUR CONCEPT, WRITE YOUR COLOR STORY, ALIGN ON THE VISION,
AND LOCK IT IN. NO TEMPLATES; JUST A CLEAR PLAN FOR YOUR PROJECT.

02 • DESIGN & REFINEMENT

THIS IS THE DEEP WORK!
WE DEVELOP THE VISUAL LANGUAGE, PULL THE TEXTURES, AND PRESENT THE CREATIVE
DIRECTION. WE REFINE THE DETAILS UNTIL THE DESIGN IS PERFECTED.

04 • LOGISTICS & APPROVALS

WE FINALIZE THE GUEST LIST, CONFIRM THE QUANTITIES, NAIL THE TECHNICAL SPECS,
AND MOVE INTO PRINT & PRODUCTION. THIS IS WHERE THE ART MEETS THE STRESS TEST.

05 • PRODUCTION & DELIVERY

THE STUDIO BECOMES A CONSTRUCTION ZONE.
WE ARE HAND-CRAFTING THE LAYERS, OBSESSING OVER THE CALLIGRAPHY, AND
ASSEMBLING EVERY PIECE. NO COOKIE CUTTER BUNDLES HERE - JUST INTENTIONAL
PIECES DESIGNED TO BE FELT.

- **BOOK INVITATIONS / BEGIN THE DESIGN PROCESS**
12-14 MONTHS OUT
- **FINALIZE YOUR GUEST LIST**
10 MONTHS OUT
- **SAVE THE DATES ARE MAILED OUT**
8 MONTHS OUT (9-10 MONTHS FOR DESTINATION)
- **INVITATION DESIGN COMPLETE & PRODUCTION BEGINS**
5-7 MONTHS OUT
- **BOOK DAY OF DETAILS / BEGIN THE DESIGN PROCESS**
3 MONTHS OUT
- **INVITATIONS ARE MAILED OUT**
10 WEEKS OUT
- **RSVP DEADLINE FOR YOUR GUESTS**
4-6 WEEKS OUT
- **DAY OF FINALS DUE / PRODUCTION BEGINS**
3 WEEKS OUT
- **WEDDING DAY!**

TIMELINE



FREQUENTLY ASKED QUESTIONS

PAYMENT TERMS

A NON-REFUNDABLE RETAINER OF 50% OF YOUR CUSTOM PROPOSAL IS DUE TO SECURE YOUR SPOT ON THE STUDIO CALENDAR. THE REMAINDER IS DUE EITHER (A) BEFORE PRINT FOR INVITATIONS AND (B) 2 WEEKS PRIOR TO YOUR EVENT DATE FOR DAY OF.

ALTERNATIVE PAYMENT PLANS ARE AVAILABLE UPON REQUEST ON A CASE-BY-CASE BASIS. ALL PAYMENTS CAN BE MADE USING CARD, CHECK, OR VENMO.

OFFICE HOURS & APPOINTMENTS

WE DO NOT HAVE A BRICK AND MORTAR LOCATION. APPOINTMENTS ARE BY APPOINTMENT ONLY AND ARE HELD EITHER IN-PERSON OR VIRTUALLY, DEPENDING ON WHAT SERVICES ARE BEING PROVIDED.

STUDIO HOURS
MONDAY – THURSDAY
9 AM – 3 PM

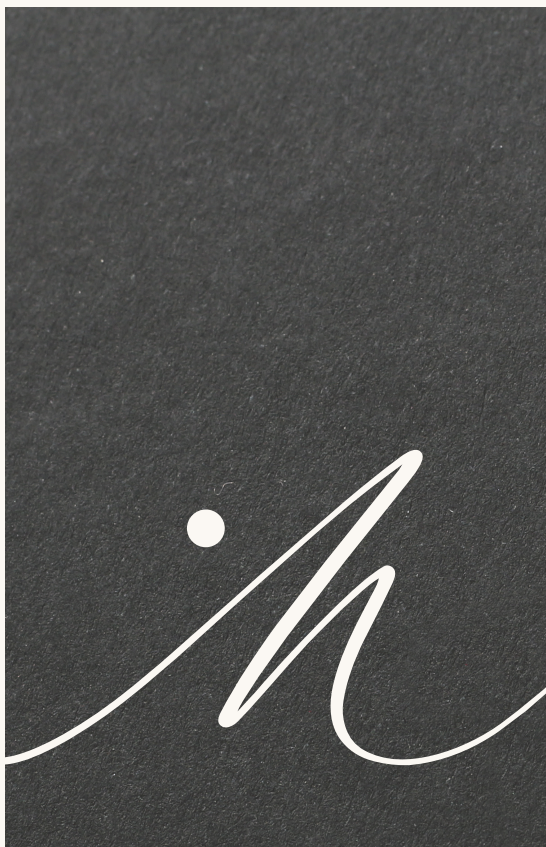
RUSH PROJECTS

ANY PROJECT THAT REQUIRES PRODUCTION IN LESS THAN 8 WEEKS IS CONSIDERED A RUSH JOB AND IS SUBJECT TO ADDITIONAL COST MINIMUM OF 25%

THE COST INCREASES BASED ON TURNAROUND TIME, PROCESSES, RUSH SHIPPING, OVERPRINT AND MORE.

AI CLAUSE

WE ARE COMMITTED TO AUTHENTIC, HANDCRAFTED ARTISTRY. EVERY DESIGN WE CREATE IS 100% HUMAN-MADE; WE NEVER USE GENERATIVE AI OR UPLOAD YOUR PROJECT FILES TO AI PLATFORMS. LIKEWISE, CLIENTS ARE STRICTLY PROHIBITED FROM FEEDING OUR PROOFS, ARTWORK, OR DESIGNS INTO AI TOOLS. DOING SO VIOLATES OUR COPYRIGHT AGREEMENT AND WILL RESULT IN IMMEDIATE CONTRACT CANCELLATION.



NEXT STEPS

THANK YOU FOR YOUR INTEREST IN THE STUDIO! WE WOULD LOVE TO WORK TOGETHER. PLEASE EMAIL US IF YOU ARE READY TO GET STARTED!

BOOK A CALL OR CONSULTATION

OUR FIRST STEP IS TO SCHEDULE A 30-MINUTE DISCOVERY CALL THAT ALLOWS US TO CONNECT, DISCUSS YOUR VISION, AND ANSWER ANY QUESTIONS YOU MIGHT HAVE ABOUT THE STUDIO. IF YOU WOULD LIKE TO FORMALLY START THE BOOKING PROCESS, WE WILL THEN SCHEDULE A FULL CONSULTATION.

PLEASE RESERVE UP TO 2 HOURS FOR YOUR CONSULTATION CALL.

[VISIT OUR FULL SITE](#)

WHERE TO REACH US

MADISON@MADSUNSTUDIO.COM

(615)944-0486

WWW.MADSUNSTUDIO.COM

IG & PINTEREST @MADSUNSTUDIO