



weddings

corporate events

private celebrations

social gatherings

Book now +1 (763)248-4760 luxeventsdesignbysarah.org



At Luxeeventsdesignsbysarah, our mission is to create unforgettable moments and seamless experiences for every client we serve. As a single-member event planning coordinator, I am dedicated to transforming visions into reality, whether it's a wedding, corporate event, social gathering, or any special occasion.

With a personal touch and meticulous attention to detail, I aim to relieve the stress of planning, allowing my clients to fully enjoy their moments while I handle the logistics. My passion lies in crafting events that are not only beautifully executed but also reflect the unique personalities and goals of each client.

From concept creation to the final execution, I bring creativity, professionalism, and a commitment to excellence to every event. I partner with trusted vendors and suppliers to deliver high-quality results, ensuring that every aspect from décor to catering to entertainment is flawlessly arranged.



Luxe Event Designs by Sarah LLC is a full-service event planning company specializing in luxury ceremonies, including weddings, corporate events, private celebrations, and social gatherings. Launched in December 2024, our mission is to provide high-end, detail-oriented event experiences that exceed client expectations. To officially launch and scale operations in this pivotal year, we are seeking an initial startup investment of \$50,000. This funding will support our foundational growth and help establish Luxe as a trusted brand in the Minnesota market.

The \$50,000 we're seeking now represents initial funding to kickstart Phase 1 of the business plan. This phase focuses on the most urgent, high-impact areas:

- Marketing&Branding \$20,000 Digital advertising, social media campaigns, website optimization, and brand partnerships
- Operations Setup \$10,000 Office space, technology, and event management software.
- Initial Inventory \$10,000 High-quality decor, furniture, lighting, and event essentials.
- Working Capital Buffer -\$10,000 Covering initial event execution, vendor partnerships, and contingency funds.



## Projected Profitability & ROI

- Year 1 (2025): Build brand presence, execute foundational marketing campaigns, and secure first 10 premium clients. Focus on building a strong portfolio and generating consistent client reviews and referrals.
- Year 2 (2026): Expand service offerings to include destination weddings, corporate retreats, and exclusive VIP events. Hire additional team members and invest in team training and certifications. Aim to double revenue from Year 1.
- Year 3 (2027): Establish Luxe Event Designs as a top-tier event firm in the Midwest, with increased regional media presence, strategic brand collaborations, and recurring high-end clientele. Launch a luxury bridal or event décor line as a new revenue stream.



# Financial Projections Snapshot (Q3 2025 - 2027)

Strategic Use of \$50,000 Phase 1 Capital

- Q4 2025 Q2 2026
- Gross Revenue: \$100,000 \$130,000
- Profit Margin: 25–30%
- Key Focus: Brand awareness, client acquisition, infrastructure setup
- Powered by initial \$50K investment targeting marketing, operations, and working capital
- 2026 (Full Year)
- Gross Revenue: \$160,000 \$210,000
- Profit Margin: 30–35%
- Key Focus: Scaling service delivery, optimizing costs, improving client retention
- Reinvestment of early profits + increased operational efficiency
- 2027 (Expansion Phase)
- Gross Revenue Target: \$250,000+
- Key Focus:
- Long-term vendor contracts
- High-end client onboarding
- Launch of premium offerings
- Potential for future capital raise based on demonstrated traction



### Office of the Minnesota Secretary of State

Minnesota Limited Liability Company/Articles of Organization

Minnesota Statutes, Chapter 322C

The individual(s) listed below who is (are each) 18 years of age or older, hereby adopt(s) the following Articles of Organization:



ARTICLE 1 - LIMITED LIABILITY COMPANY NAME:

Luxe Event Designs by Sarah LLC

ARTICLE 2 - REGISTERED OFFICE AND AGENT(S), IF ANY AT THAT OFFICE:

Name

Address:

Registered Agents Inc.

202 N. Cedar Ave STE 1 Owatonna MN 55060 USA

ARTICLE 3 - DURATION: PERPETUAL

ARTICLE 4 - ORGANIZERS:

Name:

Address:

Sarah Danielson

5380 Saint Stephen Street Mounds View MN

55112 1415 USA

If you submit an attachment, it will be incorporated into this document. If the attachment conflicts with the information specifically set forth in this document, this document supersedes the data referenced in the attachment.

By typing my name, I, the undersigned, certify that I am signing this document as the person whose signature is required, or as agent of the person(s) whose signature would be required who has authorized me to sign this document on his/her behalf, or in both capacities. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

SIGNED BY: Sarah Danielson

MAILING ADDRESS: None Provided

EMAIL FOR OFFICIAL NOTICES: fulfillment@zenbusiness.com



### Office of the Minnesota Secretary of State Certificate of Organization

I, Steve Simon, Secretary of State of Minnesota, do certify that: The following business entity has duly complied with the relevant provisions of Minnesota Statutes listed below, and is formed or authorized to do business in Minnesota on and after this date with all the powers, rights and privileges, and subject to the limitations, duties and restrictions, set forth in that chapter.

The business entity is now legally registered under the laws of Minnesota.

Name: Luxe Event Designs by Sarah LLC

File Number: 1524666500023

Minnesota Statutes, Chapter: 322C

This certificate has been issued on: 12/23/2024

Oteve Pinnon Steve Simon

Secretary of State State of Minnesota





#### Steve Simon

#### Office of Minnesota Secretary of State

#### STATE OF MINNESOTA

12/23/2024

Dear Luxe Event Designs by Sarah LLC,

Thank you for your business filing with the Office of the Minnesota Secretary of State. Minnesota has a very robust and exciting business community, and our office is grateful to have been able to help you begin your journey.

Now that you have completed your filing, we encourage you to make your next stop Minnesota Department of Employment and Economic Development (DEED). DEED is here to support the start, growth, and expansion of businesses. The agency provides grants, loans, consultation, education, and resources to businesses and support organizations. Learn how they can help your business at joinusmn.com.

Along with your filing and this letter, you will receive three additional items:

- A reminder that business entities in Minnesota need to renew their registration yearly, and for most entity types, that renewal is fast, easy, and free.
- A handout with more information from DEED and joinusmn.com, including contact information for obtaining tax related IDs from the Minnesota Department of Revenue and the IRS.
- A document informing you about new federal beneficial ownership reporting requirements. The handout helps to explain who must report and offers guidance for when and how to report this information to the federal government.

If our office can be of further assistance, please do not hesitate to contact our Business Services helpdesk at <u>business.services@state.mn.us</u>.

Sincerely,

Steve Simon

Secretary of State State of Minnesota

Steve Vimon

