

A close-up photograph of a woman's shoulder and neck. She is wearing a white, multi-layered necklace with large, intricate floral and leaf motifs, accented with pearls and small diamonds. The background is a soft-focus outdoor setting with greenery.

THE WEDDING PLANNER: USA

10 x 60' Competition Format

Created by Benjamin Field, Peter Hartogs & Michael Watts

Landmark Media Productions / Holomedia

Overview

Ten people with a passion for wedding planning compete in a brand new competition format.

Their goal: become the winner of The Wedding Planner: USA

There are two potential formats, truly unique in style and substance, but with a similar premise. In either format, alliances will form, enemies will emerge, and true drama will keep viewers glued to the very end. Each episode, two teams will plan two high-budget weddings, chosen from a pool of applicants. Teams will have three or four days to pull off the perfect wedding. The series host, who is also the judge, will be a leading and well respected wedding planner. The host is accompanied by two stooge-like sidekicks, who will bring out the levity of a hard-fought and serious competition, offering asides, commentary and comedic relief.

EPISODE CONTENT

While each competition format (described later) will have its own nuances, the episode content and structure will be very similar:

SEGMENT 1

- Host reviews competition standings and announces the two captains.
- The teams meet the “happy” couples and talk about how to create their dream wedding in only a few short days.
- The captains assign roles to team members, and the strategizing begins. For example, they might give a tough task, like taming Bridezilla, to a teammate they want to squash.

SEGMENT 2

- The planners get to work, and the sidekicks set the scene, attempting to humorously but harmlessly insert themselves into the competition.

SEGMENT 3

- The team leaders again meet with their respective couples to update them and go over all last-minute issues and “final” requests.
- The teams continue to work, the sidekicks continue to entertain.

SEGMENT 4

- The host catches up with the teams and the couples. Are the teams being honest about how things are coming along? Is the couple happy with their planners? This is a chance for the host to see the teams in action as they deal with the stress and chaos of last-minute preparations.

SEGMENT 5

- The wedding.

SEGMENT 6

- The judgment.

THE COMPETITION

BRACKET FORMAT

-- Ten up-and-coming wedding planners will compete in a bracket style elimination. The last planner standing earns the title of The American Wedding Planner.



The season begins with an instant challenge, the results of which determine the seeding for the bracket. The top six will earn a first-round bye. The bracket is formatted to give a big advantage to those who finish at the top of the instant challenge, with the winner not facing possible elimination until the sixth episode. Producers, however, could throw in another instant challenge at any point of the season, reseeding contestants that haven't been eliminated, or giving new hope to those that have.

-- Captains will select their teams from the other contestants via schoolyard pick, so even if a contestant loses and is eliminated from the competition, they will still have to participate until the season is over. This will result in some insane dynamics. Various incentives, providing some great sponsorship opportunities, will be provided to keep eliminated contestants engaged.

-- Responsibilities will be assigned by the captain. The teams will tackle all facets of the wedding process – from catering to attire, from entertainment to décor.

-- Each show culminates in the host deciding who wins this episode's contest. He or she will be the sole judge and jury.

-- While the wedding planning and execution will be rich with drama, this format will immediately create tensions because of the schoolyard selections. Egos and emotions will simmer throughout the episode and season. For captains, who you pick and when could mean a win or a loss, creating amazing personal dynamics and a very intriguing social game. In this format, it's all about the individual, but without a trusted team the individual is doomed.

THE COMPETITION

BIG MONEY FORMAT

- Two teams, two captains, again with the captains assigning individual tasks, the teams though will largely stay the same from episode to episode.
- The host will again decide the winning team, but in this format, the drama continues.
- After the host's decision is announced, the teams will assemble and rank each participant in order of how well they performed. Based on that order, money is awarded:

Politics, drama, allegiances and feuds will all play out as the teams must come up with their position rankings five minutes after the host announces the winner, or forfeit their winnings.

- The lowest ranked member from the losing team will be moved to the winning team, and the captain of the winning team will pick someone to join the losing team.
- The contestant with the most money at the end of the season is your winner.
- Adding to the stresses of pulling off a dream wedding, there is a wealth of strategy involved in this format. Figuring out who wins how much may seem simple in practice, but if you are on top are you going award a close competitor enough money to pass you? Didn't think so.

Contestant Position	Winning Team	Losing Team
1 st	\$300	\$100
2 nd	\$250	\$75
3 rd	\$200	\$50
4 th	\$150	\$25
5th	\$100	\$0

Summary

Wedding planning itself is fraught with drama. Add either compelling competition format to the mix, and this series will be engaging and entertaining. We're especially excited about both formats, as we believe each is something not yet seen in the competition genre. Both have amazing potential for great character dynamics, are simple enough for viewers to understand, and fascinating enough to keep them watching. Keeping all the contestants involved throughout the series will also result in a deeper connection with viewers and incredible dynamic among competitors. The host and sidekicks complete the picture as The American Wedding Planner is set up to be America's next big thing.

Contact

For All Enquiries:

UK & Europe:

Holomedia
Benjamin Field
benjamin.field@holomedia.co.uk
+44 (0) 7979 771360

For U.S & Canada

Landmark Media Productions
Peter Hartogs
peter@landmarkmedia.com
+1 (202) 3650470

