CARMENS GROUP

A Stronger Partnership for Better Wedding Experiences

The Carmens Group Preferred Partners Program connects our venues and couples with wedding professionals who share our commitment to quality, service, and exceptional experiences. Partners are selected for their professionalism, quality of work, venue fit, and alignment with Carmens Group brand standards. Approved vendors can choose the package that best suits how they want to connect with our couples.

Preferred Partner Packages

MAGAZINE + DIRECTORY PACKAGE

$950 + HST per Venue

- Half-page ad in the relevant venue's Wedding Sales Magazine
- Listing in that venue's online Preferred Partners directory
- Preferred Partner badge for use on the vendor's website and marketing materials
- One dedicated Instagram post per year on the venue's account
- Eligibility for sales-team referrals

DIRECTORY ONLY PACKAGE

$400 + HST per Venue

- Listing in the relevant venue's online Preferred Partners directory
- Preferred Partner badge for use on the vendor's website and marketing materials
- Eligibility for sales-team referrals

Both packages are subject to an annual program review. Additional approved venues receive a $200 discount per Magazine + Directory Package or a $50 discount per Directory Package. Magazine partners may upgrade to a full-page ad for an additional $400, subject to space and approval.

View a Wedding Sales Magazine*

**For reference only. This sample is illustrative and does not establish final program terms or advertising specifications. Content, design, and ad sizes are subject to change and will be confirmed separately.*

Why become a Preferred Partner?

LAUNCHING JANUARY 18TH, 2027

- Reach couples while they are actively planning their weddings
- Build credibility through association with Carmens Group
- Strengthen relationships with venue and sales teams
- Increase visibility through venue marketing channels with the Magazine + Directory Package

For Carmens Group and our couples, the program builds a trusted vendor network, supports consistent service standards, and helps create a seamless wedding experience across our venues.

Partner Expectations

Partners are expected to provide professional, high-quality service; communicate reliably; uphold Carmens Group brand standards; provide accurate information and required marketing assets; meet agreed deadlines; and follow venue policies. Magazine partners may be considered for relevant styled shoots and content collaborations based on venue needs and brand fit. Participation is not guaranteed.



Photo by Giulia Molisanti Photography

Ready to say yes?

Complete the Preferred Partners Program application and select your preferred venues, service category, and package. Applications are due October 31, 2026; late submissions will not be reviewed. Submission does not guarantee acceptance. Approved vendors will receive confirmation of their package, pricing, onboarding requirements, and asset specifications.

Apply Here

QUESTIONS?

Please reach out to us at partners@carmensgroup.com.