

A photograph of a bride and groom dancing in a ballroom. The bride is wearing a white lace dress and the groom is in a dark suit. They are surrounded by floral arrangements and a crystal chandelier is visible in the background. The ceiling is ornate with a grid pattern.

Uptown Indigo

an event venue

Uptown Indigo Weddings

Issue VI - 2024



Carys Haslam Photography

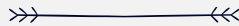
Uptown Indigo Weddings

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Welcome to Uptown Indigo



Uptown Indigo is an all-season wedding venue nestled inside the Historic Campbell Building in Uptown Shelby, NC. Uptown Indigo is recognized across the region for chic design, kind flexibility, and outstanding service. With the tallest view in Shelby, overlooking the city all the way to the mountains, the upscale atmosphere here goes above and beyond. Every guest who enters can feel the modern elegance and historic charm.

This family-owned venue holds five years worth of modern artistic renovations. Every time you visit, you see something new. In order to craft lifelong memories, a venue needs the hospitality to welcome and the atmospheric design to embrace. Here, the visual and the memorable become one. Here, memories are shaped with the finest precision and warmest intention.



The 1927 Historic Campbell Building before rehabilitation.



Summer Brooke Photography

Honnah & Jon





Jamie & Jonathon





Kristin & Kevin



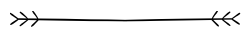
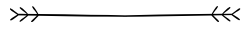


Kristin & Michael



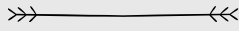


The Ballroom Floor



The Ballroom level has a large bar, spacious bathrooms, and a 6,000 square foot space with the original floors and the original tin ceiling. This is the level which usually holds ceremonies and receptions. One side has antiqued mirrors while the other side has windows which show the 1909 Gothic Revival church next door. The Ballroom has a seated capacity of 220 and standing capacity of 300.

The Steeples Floor

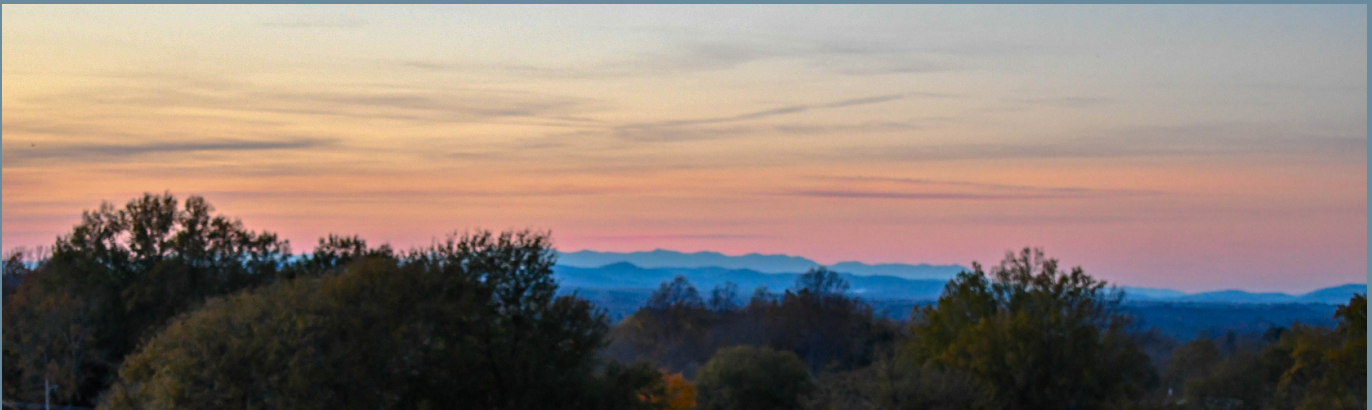


Photography: Jonathan Bryant



This level of the building has a prohibition-style bar, a smaller bathroom, and a diverse 3,000 square foot cocktail hour space. The original floors, original tin ceiling, a pool table, and mini grand piano create an air of comfort. The scenic windows show all the steeples of Shelby's churches. Great for cocktail hours of up to 220 guests, and seated events of up to 75 guests.

The Rooftop Terrace



Southern Belle Photography



The rooftop terrace is breathtaking. When guests step out onto the terrace, their eyes widen as the sky and sound system greet them. Most rooftop terraces have buildings around which block your view, but atop the tallest building in Shelby you can see all the way to the horizon in every direction. You can see Kings Mountain, Crowders Mountain, and the South Mountains. And you can take a seat, where you'll encounter great conversation and fantastic memories. The terrace is 800 square feet and allows for alcohol and tobacco.



Premier Service



Premier service means customizing your experience to match your unique needs. Some couples want an open bar for five hours with a big party. Other couples want an early ceremony with a laid-back dinner and simple background music. Every wedding is different, but our space and service create a thread through all events.

Our Saturday wedding package gives you Uptown Indigo for the full day, 9am - midnight. You receive a rehearsal and even the add-on option to stay later. But when you rent out Uptown Indigo you receive more than just the time and the space. You also get our over-the-top service.

When you become an Indigo Couple, you get free lifetime access to our Open Houses with food and cocktails. At these Open Houses we're able to learn about past weddings and couples get to connect with one another.



Testimonials

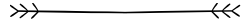


"I forgot to print off the tickets to our honeymoon cruise before my wedding day. We were getting on a plane later that night and I was worried. The staff asked me what was wrong, and 15 minutes later he had all my tickets printed and stapled together." - Madison R.

"The thing that impressed me the most about the staff was how they solved an emergency situation that occurred at my wedding. Right before my ceremony, apparently my mother in law was sick and went to the bathroom. It turns out that due to low blood sugar she had fainted. I didn't know it, but literally DURING the ceremony the Uptown Indigo staff had quietly called an ambulance and snuck her down the elevator. The indigo staff had grabbed her husband and addressed the situation without anyone even knowing there was a problem. Everything turned out fine." - MaryEllen B.

"My photographer told me that she's never worked at a venue that's as service-oriented as Uptown Indigo. During the morning we were doing some close up photos of our invitations and my wedding ring. I forgot to clean my ring so I asked a staff person if they happened to have any ring cleaner. She left for a moment, came back, and completely cleaned my ring for me. Who does that?" - Keona B.

Reputation



A lot of purchases can be remade. Don't like that shirt? Take it back. Don't like the car you bought? Trade it in. But if you've truly found the love of your life, you only get one wedding day.

Hire the experts. Hire the people who live and breathe weddings. Hire the people whose dream it is to serve you. The wedding experts in our region know us because they know how much we care. As most of our couples live in Charlotte, Asheville, or Hickory, other vendors have come to work with us and learn how much we care.

Sometimes we talk to other venue owners who tell us about mistakes and problems they have. But do you want to know something crazy? We've never - not once - had a wedding go badly. Even if you bring your own DJ, wedding planner, etc. - we're the safety net beneath your team. We're the extra consultant team to insure the moments that matter. We're the cheerleaders who want your wedding to be as perfect as you've dreamed.

We invite you to read our reviews on Google Business, Facebook, and Wedding Wire.



Package Amenities

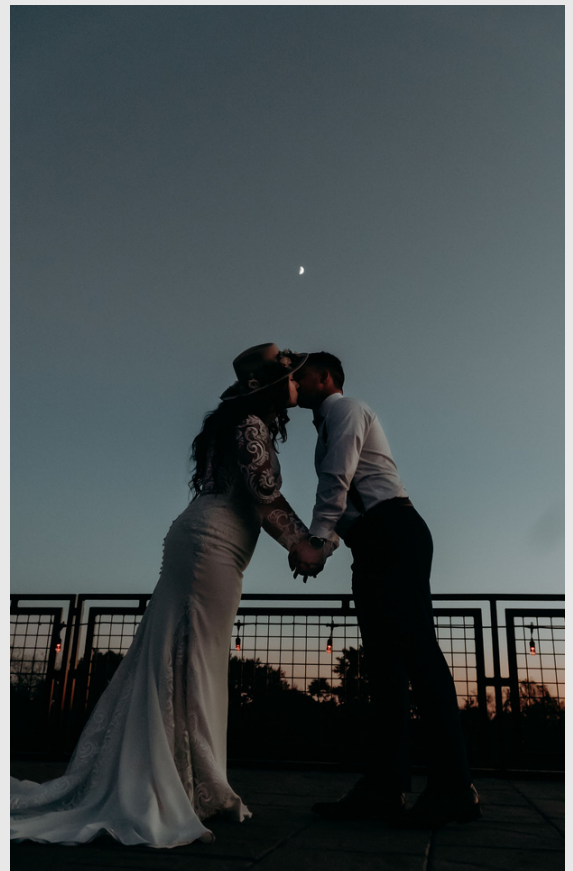
Included in your Saturday Full Venue Package



Saturday Full Venue Package includes:

- Use of both climate controlled, newly restored venue floors
- Use of the rooftop terrace
- All day access 9am-midnight
- Two Suites for getting ready
- Hour rehearsal week of your wedding
- Attendant staff person
- Vintage elevator with bellhop
- Any number of cocktail tables, 6' round tables, 8' rectangular tables, and Chiavari chairs
- Table and chair arrangement
- Flexibility to choose your own vendors if desired (DJs, florists, planners etc.)
- Extensive list of preferred caterers which match your vision and budget.
- Three strategic consultations with our Venue Coordinator to ensure your event is flawless
- Free parking
- Two hour engagement photo OR bridal portrait session
- Signature cocktail creation and tasting

We have a variety of optional add-ons. We do not charge gratuity. We do not charge service fees. See full pricing and policy packet for more information.



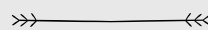


uptown Indigo

an event venue

Saturday Package Pricing

Year-round Prices



Single Floor

\$4300

Great for smaller or less formal ceremonies and receptions. This package includes exclusive use of EITHER the entire Ballroom level OR the entire Steeples venue with Rooftop terrace.

Full Venue

\$8600

Our most popular package, the full venue package allows you to have a flip where your the ceremony layout is transformed into a reception layout as your guests are in a different part of the venue for cocktail hour. It's also much more engaging for your guests.

At your tour you'll receive a pricing and policies packet which includes more information. We pride ourselves in our transparency. We look forward to answering any questions you may have and hope to have the chance to give you a tour.

www.uptownindigo.com

Services & Catering



Services

Other optional add-ons can be found in the pricing and policies packet, provided at your tour.

Morning of Mimosa Bar or Brunch Grazing Board \$15+

The morning of your wedding may make you a little nervous. Adding on our mimosa package allows you and your bridal party to relax while getting ready. Keep focused on your dream wedding day by allowing us to provide a customized, bountiful grazing table. Keeping you and your bridal party nourished, energized and happy throughout your day. Each starting at \$15 per person.

Each Hour After 12:00 a.m. \$330

This includes cleaning time. All other vendors will need to be paid separately for additional time.

Catering

Our list of preferred caterers never disappoint. With us, you receive superior customization and flexibility by choosing the catering that best matches your vision and budget. Using a preferred caterer allows access to the prep kitchen, ice machine, assistance loading in and out, and other resources for your chosen caterer. If requested, we allow non-preferred outside caterers for \$750.



Alcohol



Our bartenders are highly trained and know how to have fun while also being safe. The Bar Staffing fee is \$250 to supply two bartenders and a bar back plus bar supplies. Additional bartenders are \$125 each.

Cash/Credit Bar

We provide a fantastic variety of beer, wine, & cocktails. If there are any special beers, wines, or liquors that are wanted for your event, we will do our best to get those and provide a custom quote. Guests buy their own drinks.



Open Bar

Customize your open bar package with beer and wine only, specialty cocktails, or full open bar. Our open bar is "pay as you go" and you are able to set a max spend. On average, drinking guests spend between \$20 - \$45 per person and we charge the card at the end of the night.





FAQ

This information and more is covered in further detail in the pricing and policies packet provided on your tour.



Q: Do you have an all-inclusive package that has food, florals, DJ, and everything?

- We do not offer an all-inclusive package. We can help point you in the direction of the best vendors in the business. .

Q: What is the timing for my wedding?

- Whenever you and your planner choose within the allotted time block based on your event day of the week. We don't do more than one wedding a day, so you have private access to the venue.
- Decoration and vendor building access are allowed within your allotted time block on your event day of the week. All items must be removed by the end of your event.

Q: When do I have access to the bridal suite?

- You, your bridesmaids, make-up artist, and stylist have full access to the bridal suite depending on the allotted time block on the day of your event.
- You may leave your belongings in a bridal suite closet for the duration of the event, but all personal items must be collected by the end of your event.

Q: Is a Wedding Coordinator included in the full venue Saturday Package?

- We are here for consultations and recommendations, but the package does not include a Wedding Coordinator. We require that couples hire a professional planner - whether it be full, partial, or month of coordination.

Q: Do you provide a stage, A/V equipment, or lighting for bands or DJs?

- Our "stage" for the band is not raised, but rather a sectioned-off portion of the ballroom and has no additional cost. We rent out our uplighting for \$110 as an add-on, which can match to your wedding colors. They must bring all their own A/V equipment.

Q: May we bring in an outside caterer?

- Yes. While our preferred caterers are awesome, you may bring a different one. They must sign a contract, provide proof of insurance, and come to the venue to learn about our processes. You will pay an additional \$750 for the non-preferred outside catering fee.

Q: Can we bring in our own alcohol?

- Uptown Indigo has an in-house alcohol license, and your alcohol choices must be sourced through Uptown Indigo. You'll find that our bartender quality, drink selection, and price value is unmatched.

FAQ

This information and more is covered in further detail in the pricing and policies packet provided on your tour.



Q: What is the payment schedule?

- An initial payment equal to 25% of the estimated total is necessary to reserve your date.
- We require that the total balance is paid at least two weeks before your event. Some couples choose to make monthly payments, other couples pay the full amount when they're ready. We're flexible with what works best with you.

Q: Why Shelby, NC?

- It's historic, it's the goldilocks-perfect size, and it's well located. There's no traffic. There's free parking. And we have a delightful charm in our Uptown, especially during the weekends when the holiday lights shine in all of the trees. To learn more about our little city and what make our uptown so special, check out UptownShelby.com.

Q: Are you ADA compliant and accessible to the physically disabled?

- Yes - we have a vintage elevator that includes a bellhop for every event.

Q: Are you LGBTQ friendly?

- Yes

Q: Where do guests park?

- Parking is free and readily available. There are two public parking lots east of our building on Washington Street, with about 80 spaces total. There are also dozens of street parking spaces directly to the west of our building.

Q: Do you have any guidelines concerning departures?

- We love seeing that final departure photo and happily permit up to 20" sparklers, however we do not provide those. Sparkler exits take place at our entrance while our staff blocks off the entire street. We do not allow fire lanterns or confetti.

Q: Do you offer shorter time blocks than your Saturday packages show?

- No. We believe that by maintaining our current all day time block, we can offer the best service and consistency. However our Friday and Sunday wedding packages do come with less hours and a discount. Ask for a Friday/Sunday policy and pricing packet on your tour.

Q: How can I book a date or make a payment?

- Contact us to set up a meeting at the venue. When you come in for a tour, you'll receive a full pricing and policies packet. We require a non-refundable 25% deposit to reserve your date. We accept all payment types.

From our Family to Yours



Weddings are about family. The family you share blood with as well as the family you share your life with - the friends, mentors, and loved ones that make your life unique. At a wedding, a new family is solidified. Your fiancé becomes something much more.

They become family.

Our family has worked tirelessly since 2015 to make this a venue unlike any other. We have a passion for serving and crafting lifelong memories. When you and your partner become one, we want it to happen here.

As you shop for venues, here's some characteristics that make us different. We're not owned by an investment company - we can provide superior flexibility and customization. We have a big city vibe, but with the charm of a small town. We're not afraid to add unique design elements to our venue, while many venues keep it bland to appeal to the largest common denominator. Many venues rent out the space, then back away; when you book with us, we step forward ready to help by having multiple consultation meetings to ensure your wedding goes as planned. We're different - come and see.

When you come in for a tour you will get the opportunity to ask questions and experience the venue. Cheers.

- Cliff and Angela Franklin, Owners



Lindsey Lee Photography

uptown
Indigo
an event venue

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