

Quirky
Weddings®
Presents...

The Quirky Wedding Awards

Est 2023



Tips for Applicants



The Quirky Wedding Awards

Awards that celebrate Inclusivity!

"HELLO LOVELY PEOPLE, I JUST WANTED TO DROP A MESSAGE BASICALLY TO SAY THANK YOU! EVEN THOUGH I WASN'T SHORTLISTED FOR AN AWARD, THE GUIDE YOU SENT ON THE JUDGING CRITERIA MADE ME MAKE SO MANY IMPROVEMENTS TO MY BUSINESS THAT I PERHAPS WOULDN'T HAVE THOUGHT OF, OR NOT TENDED TO UNTIL FURTHER IN THE FUTURE. I FEEL MORE INVIGORATED ABOUT WHERE MY BUSINESS IS HEADING AND ITS ETHOS, SO THANK YOU AGAIN AND KEEP DOING THE AMAZING WORK YOU'RE DOING FOR THE INDUSTRY."

MINE & THINE PHOTOGRAPHY



About the Awards



The Quirky Wedding Awards are the UK's first and only alternative wedding awards, created to shine a spotlight on the incredible, inclusive, and innovative businesses that make the alternative wedding industry so remarkable. Founded by Quirky Weddings, the Awards were born from a simple but powerful mission: to celebrate those who break the mould, embrace diversity, and create unforgettable wedding experiences free of judgement.

Now entering their third year, the Quirky Wedding Awards honour outstanding suppliers who are not just creative but are also champions of inclusivity, accessibility, sustainability, and exceptional customer service. These Awards were designed to recognise the trailblazers and visionaries who help couples craft weddings that are as unique as their love stories. The judging process is rigorous and inspiring. Industry experts use a secret shopper method, evaluating suppliers through their websites, social media, and client reviews, ensuring that winners are chosen for their genuine dedication to excellence and individuality.

More than just an awards night, the Quirky Wedding Awards are a celebration of community. Finalists and guests enjoy an unforgettable evening of entertainment, from circus performers and neon crazy golf to glitter bars and interactive drag shows. But beyond the glitz and fun, these Awards are a powerful platform that amplifies the voices of businesses who are redefining the wedding industry.

At the heart of the Quirky Wedding Awards is an unwavering commitment to a zero-judgement ethos. Whether a supplier is flamboyant and bold or understated and elegant, they are celebrated for their authenticity and their commitment to creating safe, inclusive spaces for all couples. Quirky Weddings is more than just a brand – it's a movement, a promise, and a community.

Join us in celebrating those who dare to be different and those who turn 'I do' into a statement of love, individuality, and joy.

How are the Awards Judged?



The Quirky Wedding Awards celebrate alternative wedding suppliers who go above and beyond to give their clients a bespoke experience that's free of judgement and full of creativity, personality, and inclusive vibes.

Unlike many other industry awards, you won't have to fill in a lengthy application form or rally for votes on social media. Let's face it — anyone can write a good blurb, and we're not here for a popularity contest.

Instead, we use a secret shopper-style judging method. Our expert panel will review what you're already putting out into the world — your website, social media, marketing materials, and reviews. We're judging based on how a real couple would experience your brand.

You'll be scored across four key categories:

- Inclusivity & Accessibility
- Uniqueness
- Sustainability
- Customer Service

So, what can you do to boost your chances? Make sure your content truly reflects the amazing things you're doing. Your website and social channels should be shouting about your inclusive practices, sustainable approach, and how you go the extra mile for your clients.

Remember, if we can't see it, your potential couples probably can't either. Show us who you really are!

We've built these awards not only to celebrate awesome businesses, but also to encourage positive change. If every applicant makes their content more inclusive and accessible, we can push the entire industry toward being a more welcoming and judgment-free space for every kind of love story. And how beautiful is that?

Judging Criteria

Inclusivity & Accessibility

- Inclusive imagery that represents all kinds of couples
- Gender-neutral or inclusive language throughout your website and socials
- Clear support for LGBTQ+ couples
- Use of appropriate pronouns and encouragement of clients to share theirs
- Representation of different cultures in your visuals and messaging
- Avoidance of cultural appropriation (this will count against you)
- Accessibility info clearly listed — especially important for venues
- Mention of support for disabled couples, including access info
- Use of captions on videos, alt text on images and posts, etc.

Sustainability

- Clear commitment to sustainable practices
- Memberships with sustainable or eco organisations
- A sustainability plan, pledge, or roadmap in place
- Featured in sustainable wedding blogs or directories
- Highlighting your eco-ethos on socials and your website
- Use of sustainable materials and products where applicable
- Initiatives like carbon offsetting, tree planting, or zero waste goals

The Four Key Categories & What We're Looking For:

Uniqueness

- A clear USP (unique selling point) that sets you apart
- A twist on a traditional service or offering something no one else does
- Showcasing a diverse range of clients and couples
- Encouraging clients to express their individuality
- Offering and highlighting bespoke services

Customer Service

- Positive reviews that speak to your professionalism and care
- Testimonials that mention how you go above and beyond
- Evidence of genuine connection and communication with your clients
- Active engagement with your audience on social media

Final Tips:

- **You don't have to tick every single box — just be honest, transparent, and showcase your strengths.**
- **Some criteria might not apply to your particular service or product, and that's totally fine.**
- **Do a quick audit of your online presence — is it clear from a quick glance that you're inclusive, sustainable, and client-focused?**

You're already doing amazing things — now make sure the world knows about it! We can't wait to see your brilliance shine.



"TO SAY I WAS THRILLED TO BE RECOGNISED FOR ALL THE WORK I PUT INTO MY BUSINESS WAS AN UNDERSTATEMENT! I WAS A BIT OF A SWEARY MARY WHEN I WON THE CELEBRANT AWARD BECAUSE I WAS IN SUCH GREAT COMPANY, I DIDN'T THINK I STOOD A CHANCE. I'M FAR MORE THAN JUST YOUR AVERAGE CELEBRANT, I'M AN ALLY, A SUPPORTER, AN EDUCATOR AND AN ADVOCATE FOR GREAT ALTERNATIVE SUPPLIERS IN THE WEDDING BIZ. I'VE FOUND MY PEOPLE AT QUIRKY WEDDINGS BOTH COUPLES AND SUPPLIERS. THOSE ON MY WAVELENGTH WHO WANT TO CELEBRATE IMPORTANT DAYS IN THEIR BEST UNIQUE WAYS. I LOVE THE VIBE QUIRKY WEDDINGS HAVE CREATED - LAID BACK, FUN, INCLUSIVE & NON JUDGEMENTAL"

MICHELLE TAYLOR FUNKY CELEBRANT



"I DON'T USUALLY ENTER WEDDING INDUSTRY AWARDS AS A LOT OF THEM SEEM TO BE A VERY EXPENSIVE POPULARITY CONTEST. THE REASON I ENTERED THE QUIRKY WEDDING AWARDS IS BECAUSE THEIR TEAM OF JUDGES SHARE THE SAME VALUES AND ETHOS AS ME AND MY COUPLES. AS THE AWARDS AREN'T BASED ON VOTES, BUT RATHER ON THE QUALITY AND VALUES OF THE COMPANY, THIS MAKES THEM EVEN MORE WORTHWHILE AND MEANINGFUL. TO NOT ONLY GET THROUGH TO THE FINALS, BUT THEN TO BE SELECTED AS THE WINNER FROM SO MANY INCREDIBLE PHOTOGRAPHERS HAS BEEN MY BIGGEST ACHIEVEMENT SO FAR AND I AM SO PROUD OF MY LITTLE BUSINESS."

GEM WRIGHT PHOTOGRAPHY

The
Quirky
Wedding
Awards



Awards, that aren't a Popularity Contest!

"IT IS NO FALSE MODESTY TO SAY THAT I WAS ABSOLUTELY NOT EXPECTING TO WIN THE QUIRKY AWARD FOR WEDDINGWEAR; I WAS JUST THERE BECAUSE THE QUIRKY TEAM ALWAYS PUT ON AN AWESOME SHINDIG! I'D HAD MAJOR SURGERY ON MY KNEE THE PREVIOUS WEEK BUT WAS STILL DETERMINED TO HOBBLE TO BIRMINGHAM ON MY CRUTCHES TO SPEND THE EVENING WITH SOME OF THE BEST BADASSES IN THE BUSINESS, MANY OF WHOM I'D COLLABORATED WITH FOR FAIRS SHOTS AND REAL WEDDINGS.

WHEN LILY CALLED MY NAME AS WINNER, I WAS FLABBERGASTED; IT'S THE FIRST TIME I'VE BEEN ABLE TO DESCRIBE MY BUSINESS AS 'AWARD WINNING' (AND I'VE MADE SURE I HAVE, AT EVERY OPPORTUNITY!). SOCIAL MEDIA WENT BANANAS, AND A LOCAL LIFESTYLE MAGAZINE RAN A FEATURE ON ME. I'M STILL ON CLOUD NINE SEVERAL MONTHS LATER AND, BEST OF ALL, IT DEALT A HEFTY PUNCH IN THE FACE TO MY IMPOSTER SYNDROME."

HOLLY WINTER COUTURE



"WINNING A QUIRKY WEDDING AWARD AS A SMALL INDEPENDENT VINTAGE HAIRSTYLIST WAS HONESTLY SUCH AN HONOUR—ESPECIALLY BEING PART OF THE VERY FIRST QUIRKY AWARDS IN 2023! IT FELT LIKE A JOYFUL CELEBRATION OF INDIVIDUALITY AND A BIG NOD TO ALL THE LOVE, DETAIL, AND PERSONALITY I POUR INTO EVERY WAVE, PIN CURL, AND VINTAGE-INSPIRED LOOK. BEING RECOGNISED FOR STAYING TRUE TO MY UNIQUE VINTAGE STYLE IN AN INDUSTRY FULL OF MY CREATIVE PEERS THAT I ADMIRE MEANS THE WORLD, AND I'M SO PROUD TO BE PART OF A COMMUNITY THAT CHAMPIONS THE WONDERFULLY DIFFERENT."

VINTAGE GLAMOUR WITH ANNA



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TO CELEBRATE
MORE AWESOME
WEDDING
BUSINESSES
MAKING A BIG
DIFFERENCE!**

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