



SUGAR HOLLOW RETREAT

Unforgettable Mountain Wedding Destination



The Sugar Hollow Experience

Sugar Hollow Retreat is your premier inclusive Tennessee Mountain wedding destination. We truly believe that the best weddings are ones where you can spend quality time with your family and friends, creating connections and memories along the way.

At Sugar Hollow, we give you your own entire mountain for your wedding week or weekend. You and your guests will have a unique experience jam-packed with relaxation, hiking, patio games, and more.

- Destination Wedding Packages
 - Weekdays: 3 day event
 - Weekends: 4 day event
 - Semi-inclusive & all-inclusive options
- Weddings for up to 175 guests
- Lodging for up to 68 guests (100 by early 2024)
- Coordinator included in all weekend packages
- On-site parking

CEREMONY & EVENT SITES



Amphitheater

For larger weddings, the amphitheater provides space for you and up to 250 of your guests. If you're looking for epic mountain views, this is your spot. With it being right below our Overmountain Hall, it is the most convenient location for your ceremony.



Overlook Deck

Ideal for small, intimate weddings, rehearsal dinners, and private dinners, the Overlook Deck provides space for you and up to 85 of your guests. This spot is also included in our Micro-wedding packages.



Overmountain Hall

Our new event center, Overmountain Hall, is a stunner. It makes an unforgettable backdrop for your reception. The floor-to-ceiling stone fireplace is a great spot for a ceremony as well. Equipped with a styling suite, built-in sound system, restrooms, caterers kitchen, large patio and cocktail hour area.



Lodge Backyard

Our Lodge backyard provides a beautiful patch of green grass, surrounded by majestic woods for you to host your stunning wedding. It can comfortably seat upwards of 200 guests.

Mountain Lodge
13 bedrooms | 12 baths
Sleeps 28



Hemlock House
4 bedrooms | 4 baths
Sleeps 10



Sequoia Cottage
3 bedrooms | 3.5 baths
Sleeps 8



Chestnut Farmhouse
5 bedrooms | 3 baths
Sleeps 14



Cherokee House
3 bedrooms | 3 baths | 1 loft
Sleeps 8



Gitton House
5 bedrooms | 5.5 baths
Sleeps 10

Campbell Cabin
6 bedrooms | 6 baths
Sleeps 12

Gurry House
6 bedrooms | 6 baths
Sleeps 12



HOW DO OUR PACKAGES WORK?

How many days are included?

No matter what, our weekend packages are always from Thursday to Sunday. Your check in would be at 4 p.m. on Thursday, and Noon on Sunday for the houses/2 p.m. for Overmountain Hall. Our weekday packages are always from Monday to Wednesday. Your check in would be at 2 p.m. on Monday, and Noon on Wednesday.

Do the packages include lodging?

Yes! All of our packages include lodging. The variance in price is based on if you charge your guests for lodging or not. We don't remove or add any lodging, or do custom packages... but you should be able to find a package that fits your needs!

What are the elopement & micro-wedding packages?

The elopement package is for more intimate and casual weddings. The micro-wedding package is a bit larger than the elopement package. You can have up to 50 guests on your wedding day, and have a more formal wedding day with Overmountain Hall included.

How do guests pay for their rooms?

We always recommend us handling all of the payments. However, we have couples that choose to collect payments on their own. This is up to you! If you do choose to have us collect the payments, we have a booking website that we give you along with a "promo code" specifically for your wedding. Your guests will just go to the website, input their promo code, and book their room!





2024 & 2025 PRICING

2024 & 2025 PACKAGES

Weekends:

- Semi-Inclusive: Partial Property | Pages 18-19
 - Lodging: 35 rooms (up to 75 guests)
 - Meals: Friday Dinner, Saturday Brunch, Reception Meal, and Sunday Brunch
- Semi-Inclusive: Full Property | Pages 20-21
 - Lodging: 45 rooms (up to 100 guests)
 - Meals: Friday Dinner, Saturday Brunch, Reception Meal, and Sunday Brunch

Weekdays:

- Semi-Inclusive: Full Property
 - Lodging: 45 rooms (up to 100 guests)
 - Meals: Monday Dinner, Tuesday Brunch, Reception Meal, and Wednesday Brunch
- Microwedding
 - Lodging: 23 rooms (up to 48 guests)
 - Meals: Monday Dinner, Tuesday Brunch, Reception Meal, and Wednesday Brunch
- Elopement
 - Lodging: 18 rooms (up to 38 guests)
 - Meals: Monday Dinner, Tuesday Brunch, Reception Meal, and Wednesday Brunch

Optional Add-On:

- All Inclusive Vendor Add On: Starting at \$14k | Page 22
 - This can be added on to our Semi-Inclusive Packages only
 - Includes: Photography, DJ, Bartending Services, (not alcohol), Dessert, and All Inclusive Vendor Coordination.

Please see below for more information, and for any questions, please reach out to events@sugarhollowretreat.com.



**2024 & 2025
WEEKEND
PRICING**

WHAT'S INCLUDED?

WEEKEND SEMI-INCLUSIVE: PARTIAL PROPERTY

35 bedrooms (lodging for up to 75)

VENUE

- Multiple Event Sites: Overlook Deck, Lodge Backyard, Chestnut Barn, Amphitheater, Overmountain Hall & Patio
- Ceremony at Amphitheater
- Reception Space: Overmountain Hall
 - Includes: space for up to 175 at reception, built-in sound system, styling suite, caterers kitchen, rolling bar, ice machine, restrooms, cocktail hour area, parking, gas fireplace, & large patio for indoor/outdoor receptions, patio heaters for winter
- Lodging for up to 75 for each night rented
 - 35 bedrooms total
 - Check-in on Thursday at 4 p.m.
 - Check-out of houses on Sunday at Noon
 - Check-out of Overmountain Hall on Sunday at 2 p.m.
- Exclusive use of all 330 acres/activities
 - Hiking trails, river access with 7 kayaks, 2 fire pits, and patio games like cornhole, Jenga, and connect 4
- 8-ft. farmhouse tables and cross-back chairs for your reception & resin chairs for your ceremony
- Decor Items for your Reception
- Set up/Breakdown of tables and chairs
- Clean Up at Overmountain Hall
- Decorating Assistance (this depends on your decor plan and the extensiveness)

WEDDING MANAGEMENT

- Initial Planning Consultation (1 hour)
 - The creation of custom checklists, tasks, reminders, vendor discussion/advice, and overall discussion to get the planning started on the right track
- Rehearsal management the evening before
- 2 Month Out Update Call (1 hour)
- Month of check in call (1 hour)
- Aisle Planner Access
 - Personalized checklists, drag-n-drop seating arrangements, custom timeline creation, & planning organization
- Vendor Coordinating
- Space Plan & Timeline Creation
- Day of Coordination (10 hours)

CATERING

- On-site meals for up to 175 (depending on your guest count)
 - Friday: Dinner
 - Saturday: Brunch + Reception
 - Saturday: Wedding Party Snack/Lunch Platters
 - Sunday: Brunch
- Cocktail Hour Appetizers for 75 to 175 guests.
- Reception meal for 75 to 175 guests.
- A choice between a coffee bar or a late-night snack for reception
- Dinnerware, utensils, glasses, napkins, and serveware
- Cake cutting & serving
- Service fee & gratuity included
- Can add on Thursday dinner, and Friday brunch if wanted

PRICING

WEEKEND SEMI-INCLUSIVE: PARTIAL PROPERTY

35 bedrooms (lodging for up to 75)

WINTER

December to March

Weekend: Thursday to Sunday

GUESTS	PRICE	AFTER GUEST PAYMENTS
75	\$44,000	\$14,250
100	\$49,000	\$19,250
125	\$54,000	\$24,250
150	\$59,000	\$29,250
175	\$63,000	\$33,250

SPRING

April to June

Weekend: Thursday to Sunday

GUESTS	PRICE	AFTER GUEST PAYMENTS
75	\$48,000	\$18,250
100	\$53,000	\$23,250
125	\$58,000	\$28,250
150	\$63,000	\$33,250
175	\$67,000	\$37,250

SUMMER

July & August

Weekend: Thursday to Sunday

GUESTS	PRICE	AFTER GUEST PAYMENTS
75	\$47,000	\$17,250
100	\$52,000	\$22,250
125	\$57,000	\$27,250
150	\$62,000	\$32,250
175	\$66,000	\$36,250

FALL

September to November

Weekend: Thursday to Sunday

GUESTS	PRICE	AFTER GUEST PAYMENTS
75	\$49,000	\$19,250
100	\$54,000	\$24,250
125	\$59,000	\$29,250
150	\$64,000	\$34,250
175	\$68,000	\$38,250

After Guest Payment Price is based on charging \$250 for Thursday, and \$300 for Friday and Saturday nights per room.

Pricing is subject to change. Please email events@sugarhollowretreat.com
or call 800.957.1776 with any questions you might have.

WHAT'S INCLUDED?

WEEKEND SEMI-INCLUSIVE: FULL PROPERTY

45 bedrooms (lodging for up to 100)

VENUE

- Multiple Event Sites: Overlook Deck, Lodge Backyard, Chestnut Barn, Amphitheater, Overmountain Hall & Patio
- Ceremony at Amphitheater
- Reception Space: Overmountain Hall
 - Includes: space for up to 175 at reception, built-in sound system, styling suite, caterers kitchen, rolling bar, ice machine, restrooms, cocktail hour area, parking, gas fireplace, & large patio for indoor/outdoor receptions, patio heaters for winter
- Lodging for up to 100 for each night rented
 - 45 bedrooms total
 - Check-in on Thursday at 4 p.m.
 - Check-out of houses on Sunday at Noon
 - Check-out of Overmountain Hall on Sunday at 2 p.m.
- Exclusive use of all 330 acres/activities
 - Hiking trails, river access with 7 kayaks, 2 fire pits, and patio games like cornhole, Jenga, and connect 4
- 8-ft. farmhouse tables and cross-back chairs for your reception & resin chairs for your ceremony
- Decor Items for your Reception
- Set up/Breakdown of tables and chairs
- Clean Up at Overmountain Hall
- Decorating Assistance (this depends on your decor plan and the extensiveness)

WEDDING MANAGEMENT

- Initial Planning Consultation (1 hour)
 - The creation of custom checklists, tasks, reminders, vendor discussion/advice, and overall discussion to get the planning started on the right track
- Rehearsal management the evening before
- 2 Month Out Update Call (1 hour)
- Month of check in call (1 hour)
- Aisle Planner Access
 - Personalized checklists, drag-n-drop seating arrangements, custom timeline creation, & planning organization
- Vendor Coordinating
- Space Plan & Timeline Creation
- Day of Coordination (10 hours)

CATERING

- On-site meals for up to 175 (depending on your guest count)
 - Friday: Dinner
 - Saturday: Brunch + Reception
 - Saturday: Wedding Party Snack/Lunch Platters
 - Sunday: Brunch
- Cocktail Hour Appetizers for 100 to 175 guests.
- Reception meal for 100 to 175 guests.
- A choice between a coffee bar or a late-night snack for reception
- Dinnerware, utensils, glasses, napkins, and serveware
- Cake cutting & serving
- Service fee & gratuity included
- Can add on Thursday dinner, and Friday brunch if wanted

PRICING

WEEKEND SEMI-INCLUSIVE: FULL PROPERTY

45 bedrooms (lodging for up to 100)

WINTER

December to March

Weekend: Thursday to Sunday

GUESTS	PRICE	AFTER GUEST PAYMENTS
100	\$53,000	\$14,750
125	\$58,000	\$19,750
150	\$63,000	\$24,750
175	\$67,000	\$28,750

SPRING

April to June

Weekend: Thursday to Sunday

GUESTS	PRICE	AFTER GUEST PAYMENTS
100	\$57,000	\$18,750
125	\$62,000	\$23,750
150	\$67,000	\$28,750
175	\$71,000	\$32,750

SUMMER

July & August

Weekend: Thursday to Sunday

GUESTS	PRICE	AFTER GUEST PAYMENTS
100	\$56,000	\$17,750
125	\$61,000	\$22,750
150	\$66,000	\$27,750
175	\$70,000	\$31,750

FALL

September to November

Weekend: Thursday to Sunday

GUESTS	PRICE	AFTER GUEST PAYMENTS
100	\$58,000	\$19,750
125	\$63,000	\$24,750
150	\$68,000	\$29,750
175	\$72,000	\$33,750

After Guest Payment Price is based on charging \$250 for Thursday, and \$300 for Friday and Saturday nights per room.

Pricing is subject to change. Please email events@sugarhollowretreat.com
or call 800.957.1776 with any questions you might have.

ALL-INCLUSIVE ADD ON

STARTING AT \$14K

THE ALL-INCLUSIVE ADD ON CAN ONLY BE ADDED ON TO OUR SEMI-INCLUSIVE PACKAGE (WEEKEND OR WEEKDAY).

PLEASE NOTE THAT THIS IS NOT A WEDDING PLANNER OPTION. IF YOU WANT A PROFESSIONAL TO HANDLE EVERY ASPECT OF YOUR WEDDING, WE RECOMMEND HIRING A FULL SERVICE WEDDING PLANNER. THIS ADD ON JUST SIMPLY ADDS ON THE FOLLOWING VENDORS. IT IS NOT A CUSTOMIZABLE PACKAGE, AND WE ONLY WORK WITH OUR SPECIFIC ALL-INCLUSIVE VENDORS.

PHOTOGRAPHY



Includes: 8 hours of photography coverage the day of, personal online image gallery, and professional photo editing + tip

ENTERTAINMENT



Includes: DJ coverage of ceremony, cocktail hour, & reception, emcee services + tip

BARTENDING



Includes: 4-5 hours of bar service for 2 signature liquor drinks, beer, wine + tip (plasticware & bar setup accessories are included) (alcohol or mixers are not included)

DESSERT



Includes dessert of your choice from our partner bakery based on your guest count + delivery

OTHER VENDORS YOU MIGHT WANT TO HIRE: FLORALS, VIDEOGRAPHY, HAIR & MAKEUP ARTISTS



2024 & 2025 WEEKDAY PRICING

WHAT'S INCLUDED?

WEEKDAY SEMI-INCLUSIVE: FULL PROPERTY

45 bedrooms (lodging for up to 100)

VENUE

- Multiple Event Sites: Overlook Deck, Lodge Backyard, Chestnut Barn, Amphitheater, Overmountain Hall & Patio
- Ceremony at Amphitheater
- Reception Space: Overmountain Hall
 - Includes: space for up to 175 at reception, built-in sound system, styling suite, caterers kitchen, rolling bar, ice machine, restrooms, cocktail hour area, parking, gas fireplace, & large patio for indoor/outdoor receptions, patio heaters for winter
- Lodging for up to 100 for each night rented
 - 45 bedrooms total
 - Check-in on Monday at 2 p.m.
 - Check-out on Wednesday at Noon.
- Exclusive use of all 330 acres/activities
 - Hiking trails, river access with 7 kayaks, 2 fire pits, and patio games like cornhole, Jenga, and connect 4
- 8-ft. farmhouse tables and cross-back chairs for your reception & resin chairs for your ceremony
- Decor Items for your Reception
- Set up/Breakdown of tables and chairs
- Clean Up at Overmountain Hall
- Decorating Assistance (this depends on your decor plan and the extensiveness - if there are a lot of moving parts we may have to add on additional staff and charge extra)

CATERING

- On-site meals for up to 100.
 - Monday: Dinner
 - Tuesday: Brunch + Reception
 - Tuesday: Wedding Party Snack/Lunch Platters
 - Wednesday: Brunch
- Cocktail Hour Appetizers for 100 to 175 guests.
- Reception meal for 100 to 175 guests.
- A choice between a coffee bar or a late-night snack for reception
- Dinnerware, utensils, glasses, napkins, and serveware
- Cake cutting & serving
- Service fee & gratuity included

PRICING

WEEKDAY SEMI-INCLUSIVE: FULL PROPERTY

45 bedrooms (lodging for up to 100)

WINTER

December to March

Weekday: Monday to Wednesday

GUESTS	PRICE	AFTER GUEST PAYMENTS
100	\$34,000	\$11,500
125	\$39,000	\$16,500
150	\$44,000	\$21,500
175	\$49,000	\$26,500

SPRING

April to June

Weekday: Monday to Wednesday

GUESTS	PRICE	AFTER GUEST PAYMENTS
100	\$37,000	\$14,500
125	\$42,000	\$19,500
150	\$47,000	\$24,500
175	\$52,000	\$29,500

SUMMER

July & August

Weekday: Monday to Wednesday

GUESTS	PRICE	AFTER GUEST PAYMENTS
100	\$36,000	\$13,500
125	\$41,000	\$18,500
150	\$46,000	\$23,500
175	\$51,000	\$28,500

FALL

September to November

Weekday: Monday to Wednesday

GUESTS	PRICE	AFTER GUEST PAYMENTS
100	\$38,000	\$15,500
125	\$43,000	\$20,500
150	\$48,000	\$25,500
175	\$53,000	\$30,500

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2024 ELOPEMENT PACKAGE

Monday to Wednesday

Winter & Summer: \$6,000 to \$15,000 plus tax

Spring & Fall: \$8,000 to \$17,000 plus tax

(based on if you charge your guests for lodging or not)

Includes: 2 nights in the Lodge & Sitton House (lodging for up to 38 guests / 18 rooms), your ceremony (for up to 40) at the Overlook Deck, chairs for your ceremony, plus more listed below

Check-in: 2 p.m. on Monday | Check-out: Noon on Wednesday

What is included?:

- Sitton House
 - Lodging for up to 10, including a Newlywed Suite
 - Covered Patio with a View
 - Living & Dining Room
 - Fully equipped kitchen with dinner plates, salad plates, & bowls
- Mountain Lodge
 - Dining room for 30 guests
 - Lodging for up to 28
 - Large fully equipped kitchen with dinner plates, salad plates, and bowls
 - Living Room & Restrooms + Bar/Den Area
 - Large uncovered patio with string lights
 - 5 Cocktail Tables for the patio
 - Fire pit & firewood + Patio games
- Decor: Runners & Garland for Dining Tables
- Meals: Drop off food service
 - Monday: Dinner, Tuesday: Brunch & Dinner, Wednesday: Brunch

Ceremony Location:

- Overlook Deck or the Lodge Backyard



Pricing is subject to change. Please email events@sugarhollowretreat.com or call 800.957.1776 with any questions you might have.

2024 MICRO-WEDDING PACKAGE

Monday to Wednesday

Winter & Summer: \$10,000 to \$21,000 plus tax

Spring & Fall: \$12,000 to \$23,000 plus tax

(based on if you charge your guests for lodging or not)

Includes: 2 nights in the Lodge, Hemlock, and Sitton House (lodging for up to 48 guests / 22 rooms), your ceremony (for up to 50) at the Amphitheater, chairs for your ceremony, Overmountain Hall, plus more (listed below)

Check-in: 2 p.m. on Monday

Check-out: Noon on Wednesday

Ceremony Location:

- Amphitheater with Ceremony Chairs

Lodge Amenities:

- Dining room for 30 guests
- Large fully equipped kitchen
- Shared living room
- Restrooms
- Lodging for up to 28 guests / 13 bedrooms
- Bar area
- Large uncovered patio with string lights
- 5 Cocktail Tables for the patio
- Fire pit & firewood
- Patio games

Sitton House Amenities:

- Lodging for up to 10 guests / 5 bedrooms
- Full kitchen
- Newlywed Suite
- Large covered patio with ability to seat up to 50

Hemlock House Amenities:

- Lodging for up to 10 guests / 4 bedrooms
- Full kitchen
- Wood burning fireplace
- Patio
- Near the Lodge

Overmountain Hall Amenities:

- Farmhouse Tables & Chairs
- Styling Suite
- Caterers Kitchen
- Large Covered Patio
- 8 ft. Rolling Bar
- Restrooms
- Uncovered patio with string lights
- Cocktail Tables
- Fire pit & firewood
- Patio games
- Reception Clean Up
- Misc. Decorations: Runners, Garland, Candles, Tealights, Artificial Florals, Bud Vases, etc.

Meals:

- Drop-off meals at Sitton House or Lodge for:
 - Monday: Dinner
 - Tuesday: Brunch
 - Wednesday: Brunch
- Cocktail Hour Appetizers and Reception Catering for up to 50 guests
- Reception Dinnerware, utensils, water glasses, napkins, & serveware
- Plasticware for drop-off meals

Pricing is subject to change. Please email events@sugarhollowretreat.com or call 800.957.1776 with any questions you might have.

DISCOUNT OPPORTUNITIES

Booking Fast Discount

\$1,500 Off

Our booking fast discount can be applied if you book within 7 days of your first inquiry with us, or within 7 days of your tour with us.

It can be applied to our weekend packages only.

Military Discount

\$2,000 off

Our military discount is available for active-duty military. It cannot be applied in addition to our other discounts.

It can be applied to our weekend packages only.

Local Discount

Our local discount is only available for our locals in Carter or Johnson County. With this discount option, you can choose between the following:

\$1,500 off full property packages

Remove lodging from our weekday packages





LET US HELP YOU MAKE YOUR
WEDDING DREAMS COME TRUE!

Schedule your visit:
sugarhollowretreat.com/visit

We are available to answer any questions you might have.
Feel free to reach out at any time!

EM: events@sugarhollowretreat.com
TEXT: 512.965.8578
CALL: 800.957.1776