

How one Sonoma couple turned a wedding day dog dilemma into a business

When Sarah and Matt Roman of Sonoma launched Unleash the Love, they didn't just create a niche wedding service, they filled a gap for couples wanting their furry friends involved on their big day without the stress.



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Unleash the Love helped keep Rashi Ojha's beloved pup, Kiwi, calm and safe during her wedding. (Unleash the Love).

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When Sarah and Matt Roman of Sonoma got married they wanted their dog, Connie, to be part of their big day — so much so that she walked down the aisle as a bridesmaid. But amid the joy and chaos of the celebration, they realized they hadn't planned for who would actually take care of Connie during and after the ceremony.

"We had to leave her in a room nearby and ask our guests to check on her," Sarah recalled. "It was the best day of my life — and she was stuck in a closet."

That experience became the inspiration for Unleash the Love, a dog attendant service for weddings based in the Sonoma and Napa area. Founded and run by the Romans in 2023, the service provides hands-on, personalized care for couples who want their furry family members involved in their wedding day without the stress or oversight falling on family, friends, or event planners.

From humble beginnings — just a simple website and some basic SEO knowledge — the duo began attracting clients who either stumbled across their page or had heard about them from wedding planners and venues. Now, referrals from planners and venues make up about half of their business.

What sets Unleash the Love apart is its adaptability. "Every conversation starts with the question: 'How do you envision your dog in your wedding?'" Sarah said.

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From there, services are tailored to meet each couple's needs. That can include walking the dog down the aisle, assisting with photo coordination, or simply managing logistics like feeding, potty breaks, or giving the dog a quiet place to rest.

"It meant the world to us to have our dog be included in our wedding day, and [Matt and Sarah] made it completely stress-free," said bride Rashi Ojha of her experience using Unleash the Love. "They not only ensured Kiwi was well cared for and calm throughout the day, but they also coordinated her arrival for photos and made her walking down the aisle a breeze."

Unleash the Love also offers transportation and overnight pet care. Many couples book them for the entire wedding weekend, especially if they're traveling to wine country from out of town and staying at pet-unfriendly venues. The service provides peace of mind: couples know their dog is nearby, safe, and cared for — without disrupting the flow of the event.

In fact, some wedding planners have told the Romans they're relieved to recommend Unleash the Love to their clients, rather than taking on the responsibility of handling pets themselves. "They've had to step in and take dogs for walks or check on them when no one else could," Matt said. "They're more than happy to let us take that off their plate."

Preparation for each wedding is meticulous. For an upcoming event, the Romans held multiple planning calls with the couple to map out their dog's involvement down to the minute — from getting dressed with the bride, to making appearances during the ceremony and photos. They then coordinate closely with the wedding planner to ensure everything runs smoothly.

Despite the growing demand, the operation remains small — just Sarah and Matt. "We haven't had to call in backups yet," they said, although they do have people on standby just in case. Some weddings require both of them, while others can be managed solo.

Ultimately, Unleash the Love is about making sure the big day is memorable not just for the couple, but for the pets they consider family. "It's the best night of your life," Sarah said. "You don't want it to be the worst night of theirs."

To learn more about Unleash the Love and the services they offer, visit their website at unleashtheloveweddings.com

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