

Wedding Videography Business Strikes a Deal with Mr. Wonderful on ABC's Shark Tank

Wedding Weekender Continues to Dominate the Industry as Kevin O'Leary Agrees to a Deal with Company that made \$2M in Year One

DENVER, CO, UNITED STATES, October 1, 2026 /EINPresswire.com/ -- [Wedding Weekender](https://www.einpresswire.com/2026/10/01/wedding-weekender/), a Denver-based wedding company that rents out handheld camcorders for couples to capture their wedding weekend and edits the footage into a finished film, recently made a splash on ABC's Shark Tank, landing a \$350,000 investment from Kevin O'Leary. During her pitch, CEO, Anne Marie Carroll, presented the staggering demand for affordable wedding videography that launched her business idea from a \$1,000 investment to \$2,000,000 in sales in less than one year.



Anne Marie Carroll Pitching Wedding Weekender on Shark Tank

After noticing the hefty price tag of traditional videography while planning her own wedding, Carroll saw the opportunity to lean into the nostalgia for home videos and empower loved ones to capture the unfiltered moments instead. The Sharks resonated with the company's goal of documenting the most important day in someone's life in an affordable, genuine way. Kevin O'Leary, Barbara Corcoran and Daniel Lubetzky offered competitive deals to Carroll, but ultimately it was Mr. Wonderful that won over the deal with his experience in the wedding industry and aligned vision for the company.

"Our appearance on Shark Tank still doesn't feel real," said Anne Marie Carroll, founder of Wedding Weekender. "One year ago, I built a website and bought a single camcorder with the goal to fully work for myself. I never imagined everything we would accomplish within our first year in business. Multiple Sharks wanting in was a surreal and emotional moment that validated everything we've been working so hard to build. We're so excited to have Kevin's investment help

fuel our next chapter, allowing even more couples to capture and relive their weddings.”

As more couples are prioritizing authentic, candid moments over polished wedding videos, Wedding Weekender is filling the gap with affordable videography that feels true to the way their celebrations felt. The brand has helped hundreds of couples and their families capture special moments of the weekend that feel personal, while still ending up with a professionally edited wedding video to relive for years to come.

For more information, please visit <https://www.weddingweekender.com/>.

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About Wedding Weekender

Wedding Weekender was created to make wedding videography accessible to every couple, regardless of budget. Its unique approach puts camcorders in the hands of friends and family to capture the candid, meaningful moments throughout the entire wedding weekend, from rehearsal dinner to the dance floor, then turns that footage into a professionally edited wedding video.

To learn more, follow Wedding Weekender on [Instagram](#) and [TikTok](#).

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