

*What a Wedding Day  
Looks Like with*

# WED BY LOU



Photo & Films Guide

*Can you capture true love?  
I can answer that with two words – I do.*



## INTRO

### What does a Wedding In New Jersey and New York City Look Like?

Thank you so much for taking the time and welcome! There are many years of knowledge inside, that I hope you find valuable. Traditional Weddings have many different components but overall similar in structure. I have had the pleasure and fortune to share this information with you. This is what a wedding day in the Tri-State Area looks like. Enjoy!

Email me with questions: [info@louiscabreraweddings.com](mailto:info@louiscabreraweddings.com)

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## ENGAGEMENT SESSION

What is an engagement session? This is the time and place for you and your photographer to meet each other. Practice your poses and become familiar with the creative process.

It is not always a proposal shoot. Surprise proposals are amazing to capture, but they may also be risky. If you're looking at this brochure, you probably already proposed and need images for your save-the-dates.

*ProTip: Practice in the mirror with your partner!*



## Fashion/Outfits

FashionNova, Bergdorf Goodman, Amazon Luxury, Boohoo, Asos, Revolve, Cettire and Nodrstoms are my faves. I like dresses that flow, that you can lift and throw, play with and tease. Shop around and match your dress with your style. The season and the wedding theme are important. Think colorful, use light pastels, creams and whites. Stay away from anything too moody. It's a wedding, keep it light!

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## Sunrise vs. Sunset

The Sunrise and Sunset are different throughout the year. I prefer to shoot during the Golden Hour, when the sun is peaking on the the horizon. Refer to Diagram for times!

### Sunrise

There are smaller crowds in the morning and way less distractions. Bystanders can make you feel awkward.

The colors in the sky are commonly lighter. Delicate pinks, purples & yellows

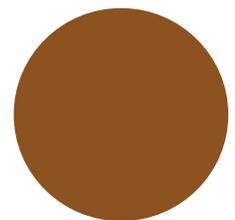
### Sunset

More accessible because parks are open until dusk but not dawn. Popular for couples with tight schedules.

Deep colors, and thez Blue Hour, the hour after the sun sets, rich with darker tones.

## Color Palettes

Match your theme! For instance, the winter season I would use greys, and pale blues, or whites or light pinks and very light browns. Fall, maybe a tan, pastel yellow or red or wine/ burgundy. Keep the colors bright and light however. Think about your environment, season and wedding theme!



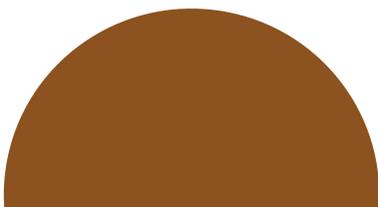
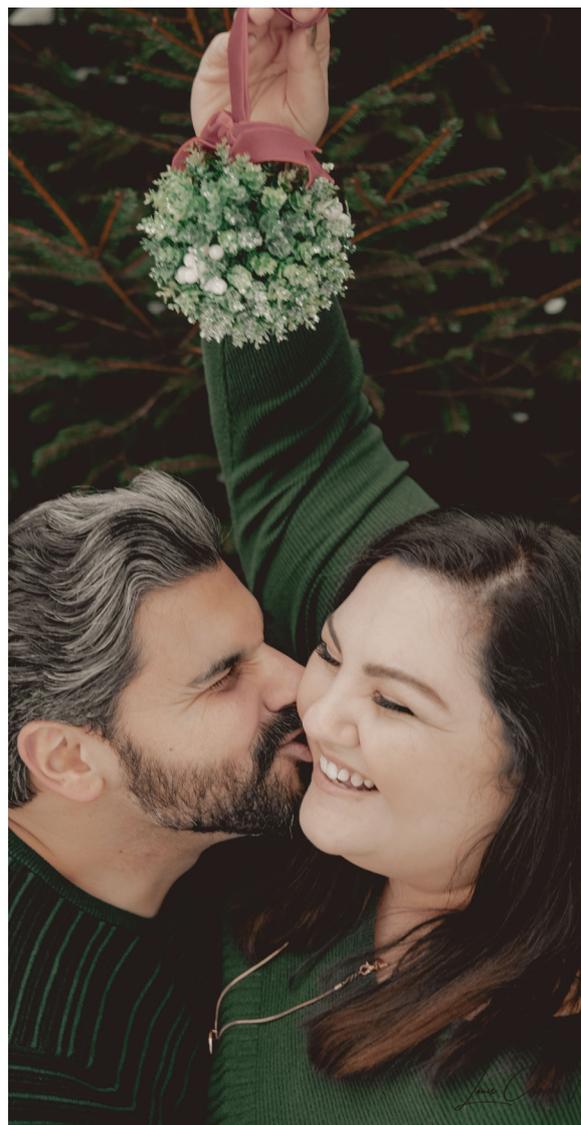
## Spring

In the Spring, we have cherry blossoms, bright greens, blue skies, even prettier sunsets and sunrises. In March, the weather is just warming up. The trees are still plenty dead but the grass is a little more alive. I recommend hitting the skylines, the urban areas like DUMBO, Brooklyn Bridge, Boulevard East. Paterson Falls and Princeton are great areas to explore because of the architecture. When the cherry blossoms bloom at the end of April, all the other flowers and foliage follow right behind. Cherry blossoms are the beginning of life. Green returns to the leaves as the blossoms fall and Spring is in full bloom beginning in May. I recommend Branch Brook Park in Newark. The largest repository of cherry blossoms in America, reside here. It gets busy, so the sunrise on weekdays are highly recommended. When May hits, there are so many parks with flowers to enjoy, look for botanical gardens and flower fields. Holidays are Easter, Mother's Day, 4th & 5th of May, St Patty's.

## Winter

Ice, ice baby! This is a challenging time of the year for photography; December to February. The trees are all dead and the skies are grey/white so parks are off the table unless it snows. Shooting in an urban environment is a must. Boulevard East, Spruce Street Harbor, Hoboken Pier A Park, Lower East Side, Washington Square Park, Bethesda Terrace all come to mind. NYC and Philly. Most everything is lit up because of Christmas. Sun sets early and rises later so keep your palette light and tan. Wear whites, creams, deep greens and browns, khakis, maroons, colors lighter than pastels.

You can get away with Christmas tree farms, anywhere with fairy lights hung up and when it snows, just about any park works as long as we can maneuver. Be prepared with furs and coats and moisturize and bring lip balm. If this is your theme, preparation is key to have a successful shoot and I will walk you through it. Holidays are Christmas, Valentine's Day, New Years Eve!



## Summer

The Summer between June to August are super hot, some of the hottest times of the year in NJ. Make up is going to be a top priority since it can get sweaty out there. Use extra powder and bring some handkerchiefs to dab your face when necessary, without smudging. All the flowers are in full bloom so colors are everywhere. You can get away with wearing deep colors but I still

recommend light colors, pastels. Think light pink or yellow, tan, deep brown, purples and blues. Anything that will catch the eye amongst the green. Avoid green because you will simply blend in with the grass. Anywhere and everywhere is an option. Botanical Gardens like NJ Botanical Gardens/Skylands Manor, Rutgers Gardens, Sayen Gardens, Liberty State Park, Laurelwood Arboretum, Presby Iris Gardens, Frelinghuysen Arboretum, and Paterson Falls are all excellent choices. Gardens will have many types of flowers and trees thriving with colors to match your theme. Holidays are 4th of July, Juneteenth, Memorial Day and Father's Day.



## Fall

Do you remember! This is my favorite time of the year. It's my birth season and brings me so much life. I love the shift in colors from blues and greens to reds and yellows and browns and golds. It's just such a proof of life and grace and the most popular time of the year to get married. September to November are extremely busy times and so we have to be careful about where and when we shoot because everyone is outside! Stick to browns and creams, warmer colors to match the season. The leaves really don't begin to fall until the end of October, so be smart about scheduling your engagement shoot and don't get ahead of

yourself and book too soon. However, September weather is perfect. Reds and oranges and yellows, come out mid-October, by mid-November you start to see brown everywhere. Wait too long, and it'll be gone. So many locations to choose from, any from the prior seasons are recommended. Holidays are Oktoberfest, Labor Day, Halloween Dinner and Thanksgiving!



## Posing Tips Made Easy

### Hands and Eyes

Eye and hand placement is key. Rest your eyes. Look sharp, but calm. Down at your bodyline, show off your lashes. Look up at the sky, look past me in deep thought.

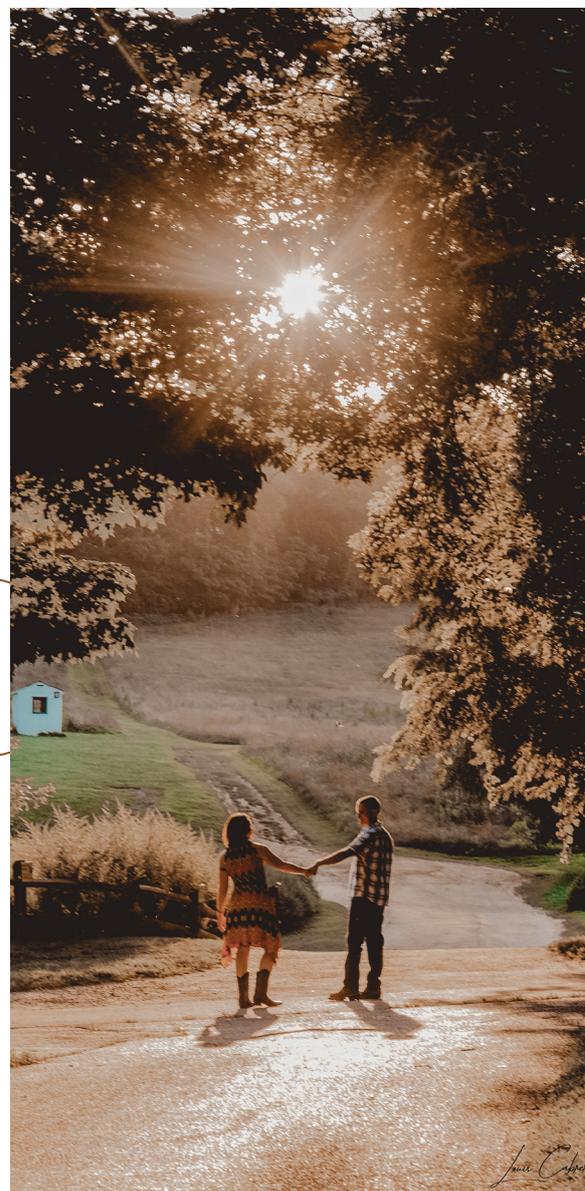
Hands should appear delicate, soft touches, gentle bending of the wrists. This way and that. Down like you dropped a napkin or the edge of your skirt and up as if someone is smelling the perfume on your wrist.

### The Dip

Please practice your technique. This is a versatile pose once mastered.

The one dipping, should put their weight on their forward leg. Hold their partner by the small of their back and with their forward hand, grab their partner by the waist or under their thigh. Be firm and bring them down and kiss.

The one being dipped should trust their partner, look relaxed and drop their arm or put it on their partner's chest. Trust them.



## Practice

Practice makes all the difference. Not everyone is comfortable in front of the camera and without a mirror present, it's impossible to predict how you look, especially if you're not used to it. Practice and feel comfortable, it only takes a few minutes and helps. This the most important piece of advice I can give a couple and you can always tell who did and who didn't. Chin up, shoulders back, arch your lower lumbar, cross your legs and tighten your core. Now release tension and feel comfortable again.

## Women

Legs crossed, hip out, soft touches. Show off your accessories. Grab with your middle finger and thumb. Look over your shoulder, look fierce and strong. Soft smiles. Sway your dress. Fix your hair. Gently bend your wrists. Lean forward Chest out. Breathe, relax. You are stunning!!!

## Men

Look stoic, think superman, rest your weight on your back leg. One or both hands in pockets. Hands clasped in front and behind. Chest out. Fix your watch, adjust your tie or your buttons. Flex. Emanate strength and trust. Straighten back, tighten core, shoulders back. Smile.





# PREP

## Hotel vs. Home

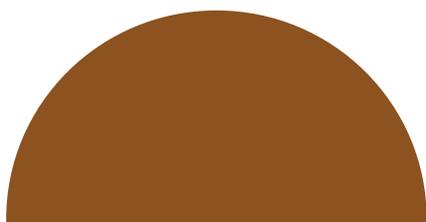
The home can be more memorable. It will have more novelty and give more context and meaning to your overall wedding day and theme. Especially a parent's home or close relative. Make sure there's clean spaces and lots of light.

Otherwise, the hotel or bridal suite would be preferred. Wherever there will be more natural light, more windows and open space. It's always clean, convenient and designed well.

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## Be Prepared!

Everything is easier and prettier when the room is clean and neat and everyone's belongings are tucked away behind couches, under tables or in one corner of the room. If you remember on the day of, try and have the details out and ready.



## Arrive Early

We come thirty minutes to an hour early. This way we can capture the details, settle down and run early all day.

## Groom Details

Suit Jacket, Socks, Shoes, Ties Watch, Ties, Bowtie, Cufflinks, cologne, letters, boutonnieres, combs, anything you can think of that's an accessory and

## Bride's Details

Dress, Veil, Shoes, Flowers, Bridal Parties' flowers, garter, invitations, jewelry, earrings, necklace, rings, hair piece, broach, bouquet pendant, etc.



## Groom's Details

### Suit Jacket

The lint roller and steamer are your best friends. Steam and take out wrinkles. Keep on hanger to

### Socks

Sometimes in a case or special wrapping. Put to the side and keep clean. If rolled, keep them that way.

### Shoes

Freshly waxed and shiny, check for scuffs. Laces aren't chewed up. Make sure the soles are also

### Watch

Wipe down clock face. Picture putting it on, and stand alone detail shots. Keep it in case if you have

### Ties/Bowtie

Father or best man will most likely help put this on for you. Clip-ons are the most convenient.

### Cologne & Cufflinks

Wipe down the glass, make sure it's clean, not completely empty if transparent. Keep cufflinks

## Groom's Boutonniere & Mom's Corsage

The Groom's boutonniere is usually a flower decoration, adorned on the left side of his suit jacket. Your mother or close family member, someone who helped to raise you, will pin this through your lapel. Likewise, you will place the corsage around your mother's wrist, which is a floral bracelet. This can be a sentimental moment relax and let it happen, let the feelings happen naturally.

## Bride's Details

### Dress & Veil

Take the stuffing and the boob covers out. Steam the veil but be careful not to burn when dewrinkling.

### Shoes

Wipe them down, clear out a space for the shoes. Pictures on display, holding them and putting them on.

### Invitations

Envelope, invitation, save the dates; help to give context when combined with rings and flowers.

### Flowers

Usually arrive later in the morning, depending when the florist drops them off. Keep fresh in wrapping.

### Garter

Either put it to the side for details, or you can take a few pictures wearing it in your robe before the day.

### Jewelry & Accessories

Any additional accessories, earrings, necklaces, bracelets, etc. wipe down and keep in cases or laid

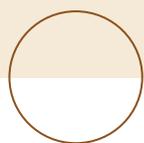
## Wooden Hanger for The Dress

There are tons of places to find custom wedding dress hangers for as low as \$20.00 on Etsy. Etsy, is where you can find all your custom art pieces. I highly recommend getting these! If you want pictures of the dress, don't expect the company to provide even a wooden hanger, they won't. You can put your new last name on it. It can say Bride, or you can also get one for each of your bridesmaids!

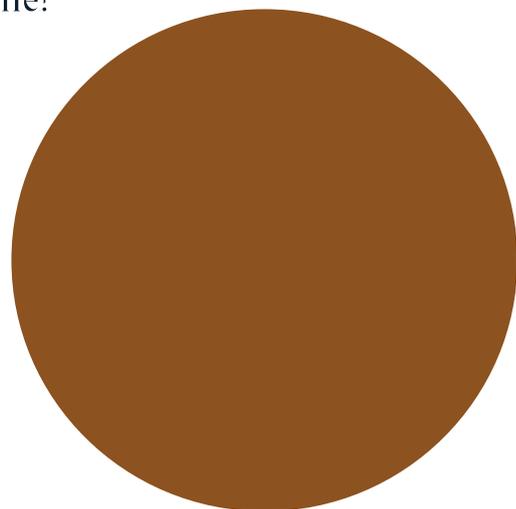
## Make Up & Hair

Set up next to a window!!! I can't stress that enough. Make-up and hair can take a lot of time depending on how big your bridal party is. Make sure that everything is timed out in accordance to our arrival. We want to capture very little touch-ups of the Bride getting her make-up done. A little lip, a little cheek and that's it. What's most important is being as close to ready as possible.

You want your hair to stay that way all day long. Make sure you get even more hairspray than normal so you're ready for windy weather during group portraits and dancing at the reception.



Complimentary bottle of champagne!  
Pink bubbly does the trick!





## Getting Dressed

Make sure you're not all the way buttoned up. We like to come in and take pictures once you've slipped into the gown and capture the ladies helping you tighten and up. Whether its a zip or actual buttons, don't be completely ready so we can capture the process.

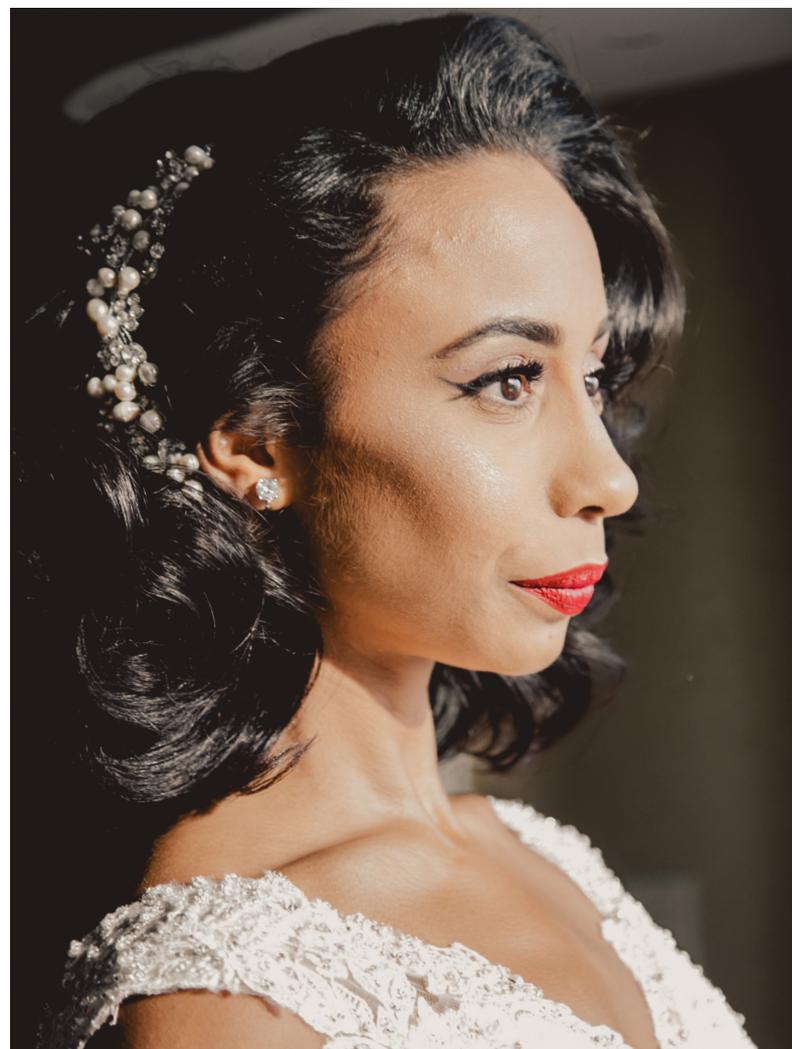
We also like to get each bridesmaid or family member helping to place your accessories on. Your maid of honor with the veil, your sister putting on your earrings, the shoes, the bracelets, the broach, etc. We want to capture you getting suited and ready for battle in a sense.

## Robes

Names on the robes or bridesmaids/bride. Hanging out on the bed, sipping mimosas, popping champagne. You know, just looking cute.

## Champagne

Wherever we can pop a bottle, I suggest. Love a good action shot. Shake it up, twist and let's see if i can get the cork. Pour, serve, cheers.



## Bride Portraits

Now that you're all dressed up and ready for battle, it's time for your close up :)

Remember to keep your posture straight and feel yourself. We'll take some pictures wherever we can find natural light, so by a window or outdoors. If you have a car or limo, we can pose in front of that. Look down at your flowers, look off into the distance, show off your ring, close-ups of your details. We want to

make sure you're looking all pretty and made up like the doll that you are for your big day!

Be happy, but also fierce and sexy. Breathe, lean forward, show off those assets and take advantage of the camera during this time. Wave your veil, pick up your dress, show off your shoes, fix your hair, don't be afraid of the camera. This is your moment and it won't last long!



## Group Pictures

Regardless of where and when, group portraits are a necessity. Here are your options, if you have time we can do all 3 locations:

**Ceremony:** If you have a church ceremony then we will absolutely take pictures by the altar with your family. Softbox and additional lighting provided.

**Outdoors:** If we have time, plan for a photoshoot with the bridal party and parents and immediate family at a park or nearby area!

**Reception:** In the ballroom, or outside the premises. What's common are gazebos, waterfalls, bridges and in front of the building itself.



Reading each other's letters is common nowadays.  
Write something we can record on camera.



# FIRST LOOK

## What is a First Look?

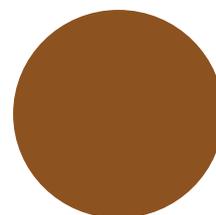
There are many kinds of first looks. the bridal party, your dad, a first look, or between you and your partner; The First Look, simply means: the first time they see you dressed.

This is something special for each person or group. No one knows what you're going to look like and anyone close will have an emotional response. So we like to stage that response, it will look authentic either way. It's also important for time!

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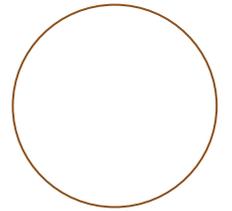
## Should I have one?

You should only have a first look if there isn't time inbetween the ceremony and reception to take group portraits. If you have a few hours between, then stick to tradition and let them see you when you walk down the aisle.



## How it works!

We'll set up the groom somewhere. Have him posed and looking off into the distance. Then you'll sneak up from behind, either with your bridal party in the distance, or not. Some brides look back and smile or shush the camera. You'll come up from behind, you can either hug him, tap his shoulder or do anything you like. We'll take a few pictures and video and then he'll spin around in surprise! We take about 10 minutes to get this all together for you and once completed, we go right into the group and bridal portraits. Hold this moment and stay with your partner, there's no need to rush. Take your time and be present.





## *First Look with Dad*

Your dad, if he is still with us, could be a part of your big day! Have him dressed, groomed and suited. He'll make his way to your bridal suite, your home or hotel, and wait for you to get dressed. He can see you in your robe and can interact and hang out. Just make sure the cameras are rolling when you come out of the room all dressed up looking fabulous!

As with your bridal party and first look, any event for that matter; take a breath. Look around and absorb the moment. Don't overthink anything just let the emotions go and be present. Take it slow, take it in and allow the moment to breathe, take that extra moment to process what you're feeling, all day. You can cry, it's ok, just watch your make up.



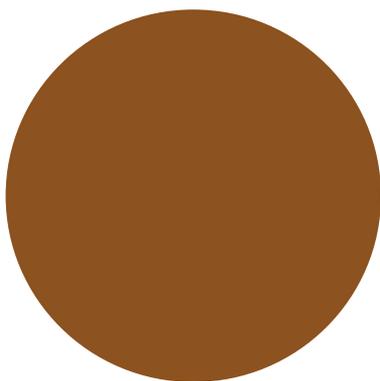


## First Look with Bridal Party

If you decide to have the first look with your bridal party, then only a couple of people will help you get dressed and we will skip over the pictures of the party helping you. Depending on the location we'll leave the room and get the bridal party together for the big reveal!

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I'll arrange the ladies and when they open the door, or you walk down the stairs, you enter the lobby, whatever you decide to do, we'll set it up as quickly as possible. This is really exciting for the ladies, and a fun way to get more pictures and emotion! Bridal party loves it too!





## GROUP PORTRAITS

A must for any wedding photography. Group portraits include creative shots of the bridal party, standard pictures of the party, bride with the bridesmaids, groom with groomsmen, individual images, the couple getting married by themselves, immediate family, extended family, large group shots; you name it, we capture it.

What's most important is location and that depends on the weather and time. We almost always take group portraits by the altar, but we also like to explore, sometimes a local park or the NYC skyline are optimal. We'll figure this out during our timeline appointment.

**Family always wants to take large group pictures. Include them!**

## Bridal Party

We will take one large group picture. Pair everyone up with the married couple in the middle. We'll all cheer! Then we'll split up. Ladies walk together and look at each other. Men will pick the groom up. Individual pictures with the bride, individual pictures with the groom. Then we can get more creative. I like to play with the flowers, or everyone under the veil. The men like to walk as well and overall it's a fast, quick experience. We know you and the bridal party want to drink and have fun! In and out!

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## When will we take these?

### With First Look

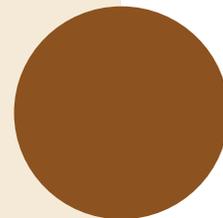
If you decide to have a first look, because there's no time between the ceremony and reception, and you want to enjoy your cocktail hour, then we take pictures before the ceremony. 1 hour is how long these will take.

### Without First Look

If you have a large time gap between your ceremony and reception, I highly recommend taking your group pictures between these two events. Especially, if you have a time gap over an hour. This way you enjoy your cocktail hour.

## Extended Family and Friends

The family and your friends will always want to take pictures with you, especially at the reception. Consider the group shots you may want. You can send me a list as well. I bring professional lighting for the shoots and set up either indoors or outdoors. As you take images people will want to join in on the fun. I never mind and neither will they!





**TIPS:** Bouquets stay the same height as the bride. Keep flowers low to the hip. Drink a little and relax.

## Married Couple By Themselves

I'll need between 20 to 30 minutes to shoot your couple's images. I'll scout and find some nice spots. Wherever we are, I will find places to take pictures of the two of you by yourselves.

That may be outside of the church, inside the church, outside of the venue, inside the venue or at park nearby. I will dedicate a block of time to this after we take the group portraits, but we will still take couple's photo's throughout the day/night after the first look or ceremony.

I like to get creative and do different things. We walk with our hands held, hug from behind, kiss, do the dip and other common images, but after those are taken I like to get



## 6 Tips for Great Group Pics

1. Women keeping their legs crossed creates a nice shape in your hips and gives you poise and helps with posture. Also make sure the ladies keep the height of their bouquets the same as yours!

2. Ladies again, bring extra lipstick, make up, etc. in case you need to adjust throughout the day. Dabbers for your make up if it gets hot and furs if it gets too cold!

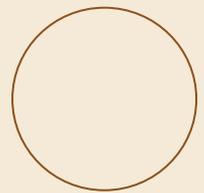
3. Bride and Groom should always stay in the middle and never let

anyone separate them. Today is all about your union. Have guests and bridal party stand beside you.

4. Smile gently so you don't get smile fatigue halfway through!

5. Have someone designated to find family members for group shots so you don't have to!

6. Making a list of everyone you want pictures will save you so much time later on. It will also guarantee no one was left out!





# CEREMONY

## Procession

If we don't capture the procession because of time or the tradition is different, we always capture the succession as well.

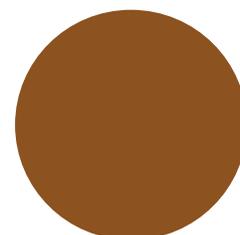
The bridal party walking down the aisle, the flower girl, ring bearer and most importantly, you, walking down the aisle; we capture it all.

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## Lighting

Flashes may be used if the building is too dark inside. We also use softboxes and other lighting in the church/altar when taking group pictures.

If the pastor requests the absence of lighting we will respect the wishes of the facility.



## Group Pictures at the Altar

At the altar, after you kiss and walk down the aisle, I like to take group pictures with my professional lighting kit. Softboxes and flashes to make the area look brighter and pop.

We'll gather up your family and friends, have them wait for their turns and rapid fire, take pictures of everybody at the altar with the couple. This should only take 20-30 minutes depending on the size of the family and could be quicker than that. We also take individual shots of you both at the altar once everyone is finished.





## COCKTAIL HOUR

This can be one of two things. Either we take a few images of you and your partner during cocktail hour in the ballroom, or we turn this into a full group portrait session of your bridal party, family and friends. You either get to enjoy some or most of your cocktail or none at all, depending on time and what you request. When the ballroom is set up and staged, the venue will show you what it looks like untouched. We will do a dip shot, take some more pictures around the venue and then the rest depends on time.

**We will try and save your  
cocktail hour!**

## More Group Pictures

During the cocktail hour, regardless of time, you should still take more group pictures in the ballroom. There will only be a small window of time when it's all set up and untouched and perfect. This is the perfect scene and any extended family that didn't arrive for the ceremony, will definitely be around at this point. Grab them, grab the bridal party and we'll take some quick group portraits in the Ballroom. This only takes about 20-30 minutes max so you won't miss out on very much, promise!

## Two Scheduling Options

### Option 1

Groom's/Bride's Prep  
 No First Look  
 Ceremony  
 Group Portraits  
 Cocktail Hour  
 Reception

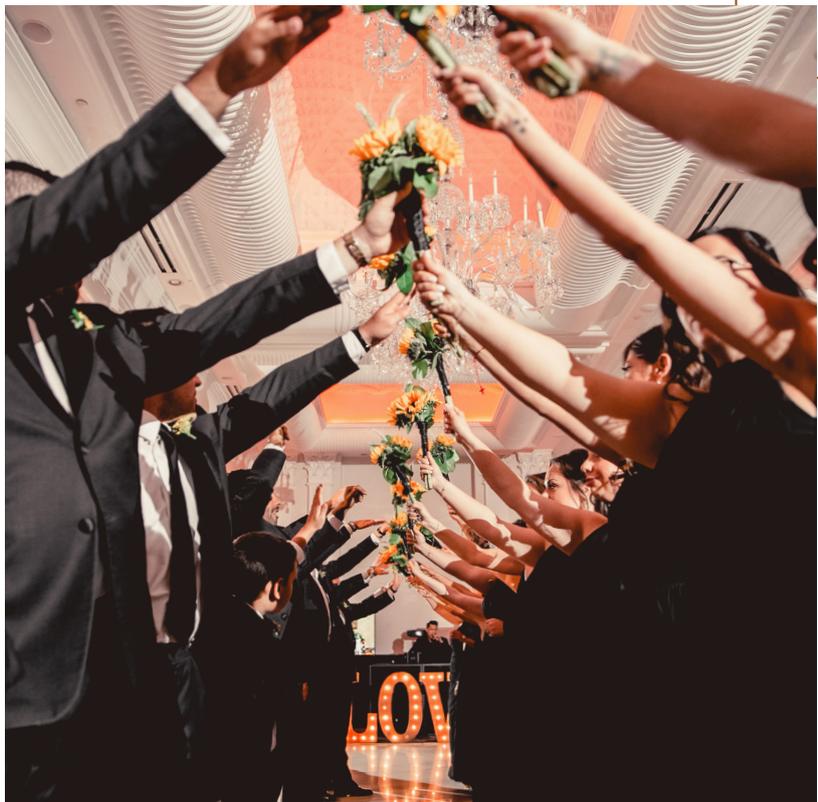
### Option 2

Groom's/Bride's Prep  
 Yes First Look  
 Group Portraits  
 Ceremony  
 Cocktail Hour  
 Reception

## Ballroom Dip

When the ballroom is perfect and set up, the venue will bring you inside to see it for the first time. The one dipping, should put their weight on their forward leg. Hold their partner by the small of their back and with their forward hand, grab their partner by the waist or under their thigh. Be firm and bring them down and kiss. The one being dipped should trust their partner, look relaxed and drop their arm or put it on their partner's chest. Trust them.





## RECEPTION

From the moment you enter until the cake cutting/viennese hour, we will be taking pictures and video of every single thing. From the dancing, to the speeches to the bouquet toss and garter toss, maybe even a surprise dance; we're present throughout and ready to shoot.

I recommend taking the last hour of your reception and putting in the front of your timeline. Pretty much whenever the viennese begins, is when the crew and I should begin packing up, because people are usually saying their goodbyes, make-up is all gone, and you and your guests want to dance uninterrupted.

**Enter with confidence and  
take your time!**

## Details

Everything from the bouquet on your sweetheart table, the cocktail hour, food, ice sculptures, memorial table, invitations box, silverware, centerpieces, floral arrangements, chandeliers, table cards or chart, photo booth, dj set up, the bar, etc. Everything.

You spend a lot of time mapping out every detail and we notice it. The last thing I want is for you to walk away, saying "did you capture that"? Not happening on my watch!

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## Top Venues in NJ

### Nanina's in the Park

All year long, the outside is as stunning as the inside. A mid-size stucco castle with so many amenities. From their river, to the bridge and the entrance, to the stairwell indoors and ballroom. One of my absolute faves :)

### The Seasons Catering

The ballroom in the Seasons is astounding. During the spring, summer & fall months we can go outside and use the waterfalls, gazebo, entrance and the walkway. Indoors is marvelous as well with the stairwell!

### The Palace at Somerset

Multiple ballrooms, excellent service and beautiful sights. We love working here during the summer, spring and fall months when we can go outdoors and use the gazebos and architecture. Just breathtaking!

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## Entire Family Pictures or Table to Table

1: We can take the really large group images with both sides of the family, during the reception. DJ will announce this for us.. OR...

2: We can go table to table. This usually presents a challenge since everyone wants to chat, but I will do it regardless.

Fire shows during the viennesse are one of the last events we'll capture!



### Party Time!

After all those pictures, you might be finished taking more! We realize this, so what me and my crew will do is begin to take more of a backseat. We'll become flys-on-the-wall as the night begins and instead of posing or over-directing, we'll just capture the night candidly. Kind of like a football game, we'll be unobtrusive journalists as best as possible, and let things flow naturally. It's our time to allow people to blossom and and be themselves fully and capturing that candid response is beautiful. Relax, breathe, dance and enjoy the moment, it's almost over.





## Reception Events

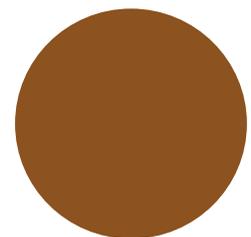
### Dances. Bouquet. Garter

There will be many events, like a surprised dance. We are present and will capture every last action. We keep our shutter speeds high to get your movement without any motion blur. The flashes are spread throughout the room so that we get good lighting and we follow the action. From close ups to wide shots, we are on the dancefloor getting the bouquet toss, father daughter dance, mother son dance, garter toss, entrances, bridal party arch! We don't stop until we've got it all!

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### Speeches

This will be one of the most important parts of your wedding trailer. So the **audio is always recorded from the DJ's sound booth directly**. We love to get good sound! Makes it emotional!





## Film

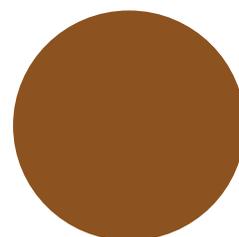
### Production

The videographer and I will take turns. I'll capture the photos and then he'll go right behind and get the video. His directions will focus on movement. So after I pose you, feel free to come to life. He uses a gimbal, which stabilizes his camera. Everything is filmed in 4k, 60 frames per second (except the ceremony) so that we have slow motion footage. 2 to 3 cameras for the ceremony and reception speeches. Sound is recorded directly from the DJ/Venue.

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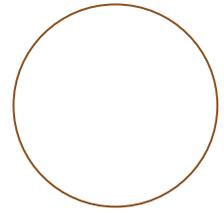
### Drone

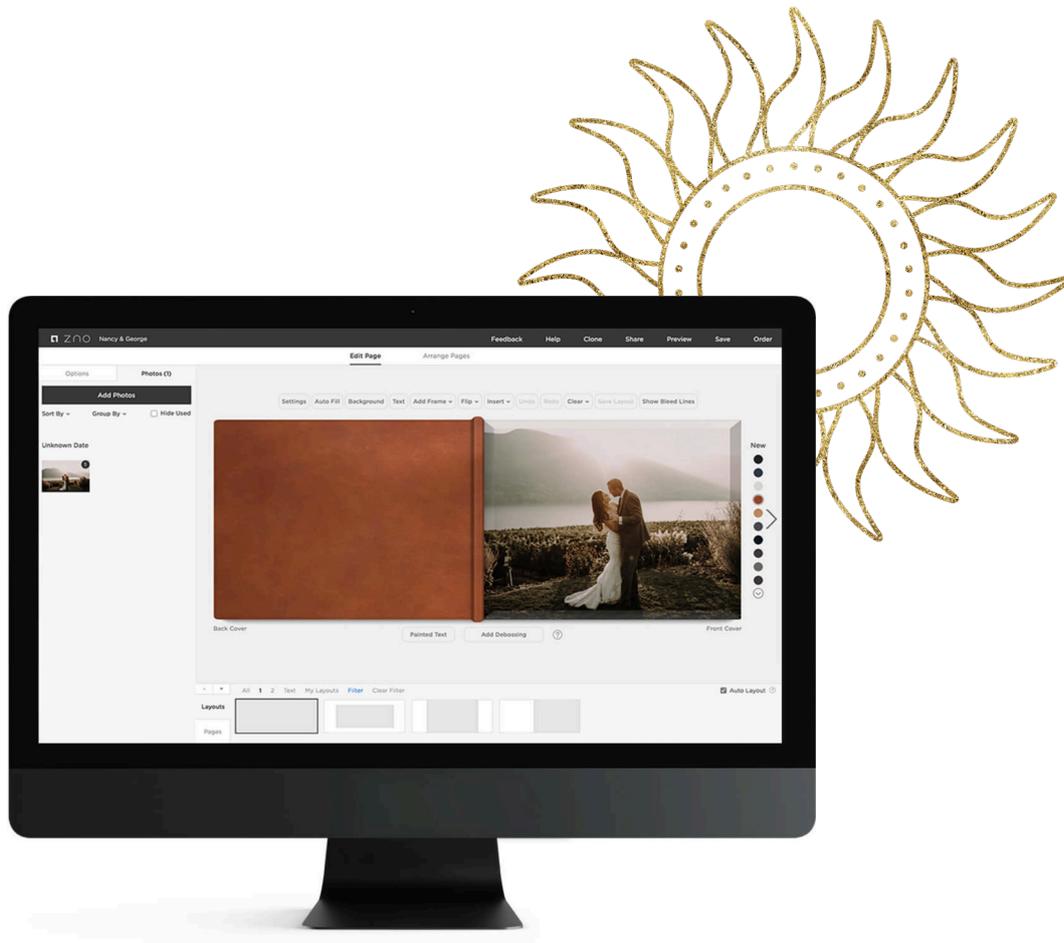
Drone footage is included in every video package, weather permitting. We fly it up into the sky, capture the venue/church and get a wide perspective of the day. Sometimes used during portraits too.



## Feature and Trailer Edits

The Feature is separate from your trailer. The trailer is a shortened length film highlighting the most important moments of your big day. The Feature is an extended version of that. Both will have snippets of audio from your ceremony and speech. However, the feature will more expertly expand upon the trailer. The long form ceremony, reception dances, reception entrances, speeches and cake cutting are just a few examples. Other examples include reading your letters before the ceremony, the entire wedding procession and even some prayers and surprise dances. The Feature is a must-have in my opinion.





## DELIVERABLES

Photo: Engagement Shoot, 48 hour sneak peeks, 2 week delivery of online gallery, hundreds sometimes thousands of images. Albums, USB Boxes, Prints, Acrylics, Wall Art, and edits.

Video: Professional Sound, highlight trailer of the day, full length feature film, 4k video, 60 fps slow motion footage, Raw footage, stabilized movement and drone.

**Drone footage included!**

## Gallery

You will get an online gallery within 48 hours of your wedding. This will have your sneak peeks. After that period, two weeks from your wedding, you will get the remaining images. Within your full online gallery you can download your images, share them with your friends and family and make purchases. When you hover over your images you can find the filename and email me for questions, edits, specialized prints, etc. Each page will chapter your event and remain up for the next two years, minimum!

---

## Album Process

### Compiling Images

You will go through your images on your online gallery. When you hover will you will see the filename. Write a small list of between 75-100 (less is better) and email that to me. From there I will design the album.

---

### Album Preview

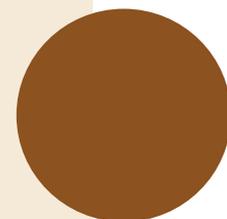
A month after you select your images, you will get an album preview. This is a digital copy of what the album will look like before printed. You can make revisions and requests up to 3 times. Once approved we print.

### Album Delivery

Two weeks after the album is approved, we send it out to be shipped. Provide the address you would like it sent to. It takes another two to three weeks for the company to compile and have the album delivered.

## USB Box and Prints

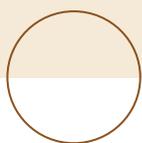
You will select your prints, and if you order the USB Box, that comes with the ten flush mounts. Write down the filenames the same way you selected for the album. Then everything will be shipped out at the same time as your album.



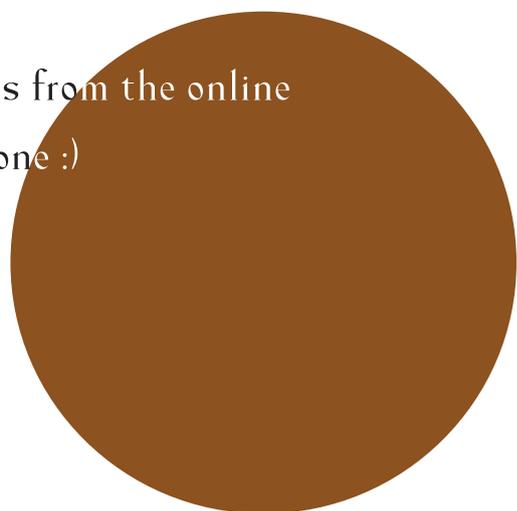
## Sneak Peeks

Within 48 hours of your event, you will receive between 10-20 images of your event or 5-8 images of your engagement/party. These images will include some of the best moments but not all. You can share and post but understand the edit might not be as precise as what will go in your album.

You will receive the rest of your images within two weeks of your event, but in the meantime you can have something tangible to post about immediately after your wedding :) They will be available on your online gallery to download.



Please don't screenshot your images from the online Gallery! Download them to your phone :)





## Downloading and Posting

You can download as many times as you like from your online gallery. Unlimited downloads. You can share and post your online gallery and your images on social media or elsewhere. I appreciate tags but it is not obligatory and I prefer when couples stay away from overusing filters.

I stress above all else that you please do not just screenshot your images. Download them from the site to your phone. To download the high-res file simply hover over your desired image in the gallery and you will see a little download button. Ty!

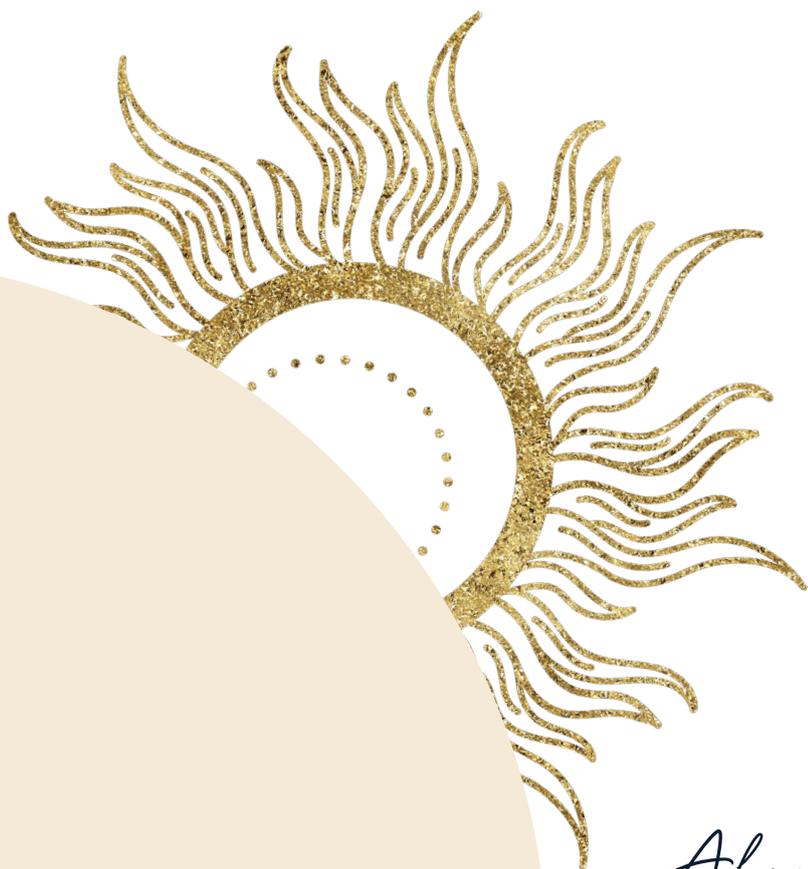
## Backup and Storage

All of your memories, your pictures and your video are backed up on two storage drives. I still have weddings stored from 2015 on my drives and plan to keep it that way. Secured!

## All Raw Images & Footage

Order all of your RAW Images and RAW Footage GUARANTEED for up to at least two years after the event.





## About Our Team

new skills, new ways to approach our technique and craft. There is nothing me and my team can't accomplish when we put our heads together. When we are at a wedding we are respectful, dress as part of the crowd and play the part. We not only command the guests we are polite and sincere with our approach. We want everyone to have a good time but to also be a part of the team. Many photographehrs can come off rude or cocky, and we are the

We are hardworkers with a vision. Everything we do is with intention and detail. We have a lot of experience and I only hire the best! I train my coworkers and am blessed to have them by my side. What they represent is some of the brightest minds in the industry. Growing to become even stronger than we are currently and learning from each other; opposite. We genuinely have a good time and want to build memories. Humbled and scientific we are constantly experimenting with relationship, emotion, poses, lighting and candidness. If it wasn't for our ability to work smoothly together like a good dance, we wouldn't be able to capture the shot you ultimately are looking for. What might appear as effortless is achieved through great stride. We capture your memories with much care, humble hearts and grace.

## Louis Cabrera

Hi, I'm Louis! I'm bubbly, kind, funny, positive, professional, outgoing, creative, loving, fun.. the list goes on. I love meeting new people, seeing new places, learning new things. Life is so amazing and multifaceted. It's an absolute blessing that I get to exist at this time with all of you beautiful people. I'm truly honored and I cherish every moment. Exploring new cultures and

traditions, bonding with new friends. My life story and my journey are my own, and while they do make me a standout at times, I am honored to simply be myself and appreciate all that God has given me and he has given me this gift to create memories for you.

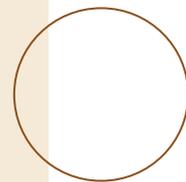




## Asha Alessandra

I am a published portrait, wedding and event photographer. I am proficient in natural as well as studio lighting. I always had a passion for preserving memories in a delicate and beautiful manner. As a mother myself, I find that sometimes things happen in the blink of an eye. Instead of wishing I had that moment to look back on, I decided to dedicate my life to doing so for myself and others alike.

I first was introduced to photography by my father back around the year 2000. I had no idea it would impact my life in such a wonderful way. As years passed, I found myself enjoying life and moments in time and then yearning to revisit it. "If only had a picture..." I found myself wishing more times than none. Thus began the journey!



## Contract

I highly suggest to my clients that they review the contract and read the fine print. There are details in there including the timeframe by which the remaining balance is due, your personalized wedding day agenda, marketing, copyright and more. For us to truly create a trusting relationship we need to be on the same page and clear about what's included. It isn't too long, very brief and shouldn't take you any longer than 3 minutes to read. If you've read this entire brochure which I will be very grateful for, then the contract will be an absolute breeze! Take your time with your partner and be reassured that you are in good hands with me and my team. We make sure that not only the schedule of events are correct and proper, but that you and your partner get the most from your day. An invoice is also generated at the end of your contract which you will receive once you schedule your phone consultation and a custom quote is prepared for you.

**Personalized quote is  
created after phone consult.**



*Luxurious Wedding  
Photography & Films*

# PRICING GUIDE



## Wedding Photo & Films Guide

Can you capture true love?  
I can answer that with two words — I do.



# PHOTOGRAPHY PRICING

*Tax deducted when leaving a 50% Deposit.  
Offer only valid up to two weeks after receiving quote*

*Albums start at: +\$185.00  
RAW Images: +\$500.00*

Engagement Shoot: +\$250  
5 hrs ~ 1 Photographer  
250+ lightly edited photos  
48hr. Sneak Peeks

Online Gallery - 2 weeks  
Unlimited Downloads  
Printing Rights  
USB Box: +\$100

*Moonlight*  
\$900

Engagement Shoot: +\$250  
7 hrs ~ 1 Photographer  
350+ fully edited photos  
48hr. Sneak Peeks

Online Gallery - 2 weeks  
Unlimited Downloads  
Printing Rights  
USB Box Opt. 2 included

*Sunlight*  
\$1,350

Engagement Shoot: +\$250  
10 hrs ~ 1 Photographer  
450+ fully edited photos  
48hr. Sneak Peeks

Online Gallery - 2 weeks  
Unlimited Downloads  
Printing Rights  
USB Box Opt. 2 included

*Midnight*  
\$1,550

Engagement Shoot: +\$250  
12 hrs ~ 1 Photographer  
550+ fully edited photos  
48hr. Sneak Peeks

Online Gallery - 2 weeks  
Unlimited Downloads  
Printing Rights  
USB Box Opt. 2 included

*Starlight*  
\$1,750

*Unlimited: +\$600.00*

# PHOTOGRAPHY LUX PRICING

*Tax deducted when leaving a 50% Deposit.  
Offer only valid up to two weeks after receiving quote*

*Albums start at: +\$185.00  
RAW Images: +\$500.00*

Engagement Shoot: +\$250  
5 hrs ~ 2 Photographers  
450+ fully edited photos  
Online Gallery

48hr. Sneak Peeks  
Unlimited Downloads  
Printing Rights  
USB Box: +\$125

## *Moonlight Lux*

\$1,600

Engagement Shoot: +\$250  
7 hrs ~ 2 Photographers  
650+ fully edited photos  
48hr. Sneak Peeks

Online Gallery - 2 weeks  
Unlimited Downloads  
Printing Rights  
USB Box Opt. 2 included

## *Sunlight Lux*

\$1,900

Engagement Shoot: +\$250  
10 hrs ~ 2 Photographers  
800+ fully edited photos  
48hr. Sneak Peeks

Online Gallery - 2 weeks  
Unlimited Downloads  
Printing Rights  
USB Box Opt. 2 included

## *Midnight Lux*

\$2,300

Engagement Shoot: +\$250  
12 hrs ~ 2 Photographers  
950+ fully edited photos  
48hr. Sneak Peeks

Online Gallery - 2 weeks  
Unlimited Downloads  
Printing Rights  
USB Box Opt. 2 included

## *Starlight Lux*

\$2,600

*Unlimited: +\$600.00 each*

# FILM PRICING

*Tax deducted when leaving a 50% Deposit.  
20-40 Minute Feature Film: +\$350.00*

*Raw Footage: +\$400.00  
Raw and Feature: +\$600.00*

5 hrs ~ 1 Videographer  
4+ Minute Highlight  
Drone Included  
High Quality Sound

Online DVD - 3 weeks  
Unlimited Downloads  
USB Box: +\$125

*Dawn*

\$900

7 hrs ~ 1 Videographer  
5+ Minute Highlight  
Drone Included  
High Quality Sound

Online DVD - 3 weeks  
Unlimited Downloads  
USB Box Opt. 2 included

*Noon*

\$1,350

10 hrs ~ 1 Videographer  
7+ Minute Highlight  
Split into 2 trailers  
Drone Included

High Quality Sound  
Online DVD - 3 weeks  
Unlimited Downloads  
USB Box Opt. 2 included

*Dusk*

\$1,550

12 hrs ~ 1 Videographer  
8+ Minute Highlight  
Split into 2 trailers  
Drone Included

High Quality Sound  
Online DVD - 3 weeks  
Unlimited Downloads  
USB Box Opt. 2 included

*Twilight*

\$1,750

*Unlimited: +\$800.00*



# FILM *LUX* PRICING

*Tax deducted when leaving a 50% Deposit.  
20-40 Minute Feature Film: +\$350.00*

*Raw Footage: +\$400.00  
Raw and Feature: +\$600.00*

5 hrs ~ 2 Videographers  
6+ Minute Highlight  
Drone Included  
High Quality Sound

Online DVD - 3 weeks  
Unlimited Downloads  
USB Box: +\$125

*Dawn Lux*  
\$1500

7 hrs ~ 2 Videographers  
7+ Minute Highlight  
Drone Included  
High Quality Sound

Online DVD - 3 weeks  
Unlimited Downloads  
USB Box: +\$125

*Noon Lux*  
\$1900

10 hrs ~ 2 Videographers  
9+ Minute Highlight  
Split into 2 trailers  
High Quality Sound

Drone Included  
Online DVD - 3 weeks  
Unlimited Downloads  
USB Box: +\$125

*Dusk Lux*  
\$2,300

12 hrs ~ 2 Videographers  
10+ Minute Highlight  
Drone Included  
High Quality Sound

Split into 2 trailers  
Online DVD - 3 weeks  
Unlimited Downloads  
USB Box: +\$125

*Twilight Lux*  
\$2,600  
*Unlimited: +\$600.00 each*

# PHOTO & FILM PRICING

*Tax deduct a 50% Deposit*  
*Offer valid up to two weeks after receiving quote*  
*RAW Images: +\$500.00*

*Albums start at: \$185.00*  
*20-40 Minute Feature Film: +\$350.00*  
*Raw Footage: +\$400.00*  
*Raw and Feature: +\$600.00*

Engagement Shoot: +\$250  
5 hrs ~ 1 Photographer  
5 hrs ~ 1 Videographer  
48hr. Sneak Peeks  
300+ fully edited photos

4+ Minute Highlight  
Online Gallery + DVD  
Drone Included  
Unlimited Downloads  
USB Box: +\$125

## *Downlight*

\$1,700

Engagement Shoot: +\$250  
7 hrs ~ 1 Photographer  
7 hrs ~ 1 Videographer  
48hr. Sneak Peeks  
400+ fully edited photos

5+ Minute Highlight  
Online Gallery + DVD  
Drone Included  
Unlimited Downloads  
USB Box: +\$125

## *Highlight*

\$1,900

Engagement Shoot: +\$250  
10 hrs ~ 1 Photographer  
10 hrs ~ 1 Videographer  
48hr. Sneak Peeks  
500+ fully edited photos

7+ Minute Highlight  
Online Gallery + DVD  
Drone Included  
Unlimited Downloads  
USB Box: +\$125

## *Ultralight*

\$2,500

Engagement Shoot: +\$250  
12 hrs ~ 1 Photographer  
12 hrs ~ 1 Videographer  
48hr. Sneak Peeks  
600+ fully edited photos

8+ Minute Highlight  
Online Gallery + DVD  
Drone Included  
Unlimited Downloads  
USB Box: +\$125

## *Spotlight*

\$2,800

*Unlimited: +\$600.00 each*



# PHOTO & FILM *LUX* PRICING

*Tax deducted when leaving a 50% Deposit*  
*Offer valid up to two weeks after receiving quote*  
*RAW Images: +\$500.00*

*20-40 Minute Feature Film: +\$350.00*  
*Raw Footage: +\$400.00*  
*Raw and Feature: +\$600.00*

5 hrs ~ 2 Photographers  
5 hrs ~ 2 Videographers  
48hr. Sneak Peeks  
450+ fully edited photos  
6+ Minute Highlight

Online Gallery + DVD  
Drone Included  
Unlimited Downloads  
USB Box: +\$125

## *Downlight Lux*

\$3,200

Engagement Session  
7 hrs ~ 2 Photographers  
7 hrs ~ 2 Videographers  
48hr. Sneak Peeks  
650+ fully edited photos

7+ Minute Highlight  
Online Gallery + DVD  
Drone Included  
Unlimited Downloads  
USB Box: +\$125

## *Highlight Lux*

\$4,000

Engagement Session  
10 hrs ~ 2 Photographers  
10 hrs ~ 2 Videographers  
48hr. Sneak Peeks  
800+ fully edited photos

9+ Minute Highlight  
Online Gallery + DVD  
Drone Included  
Unlimited Downloads  
USB Box: +\$125

## *Ultralight Lux*

\$4,600

Engagement Session  
12 hrs ~ 2 Photographers  
12 hrs ~ 2 Videographers  
48hr. Sneak Peeks  
950+ fully edited photos

10+ Minute Highlight  
Online Gallery + DVD  
Drone Included  
Unlimited Downloads  
USB Box: +\$125

## *Spotlight Lux*

\$5,000

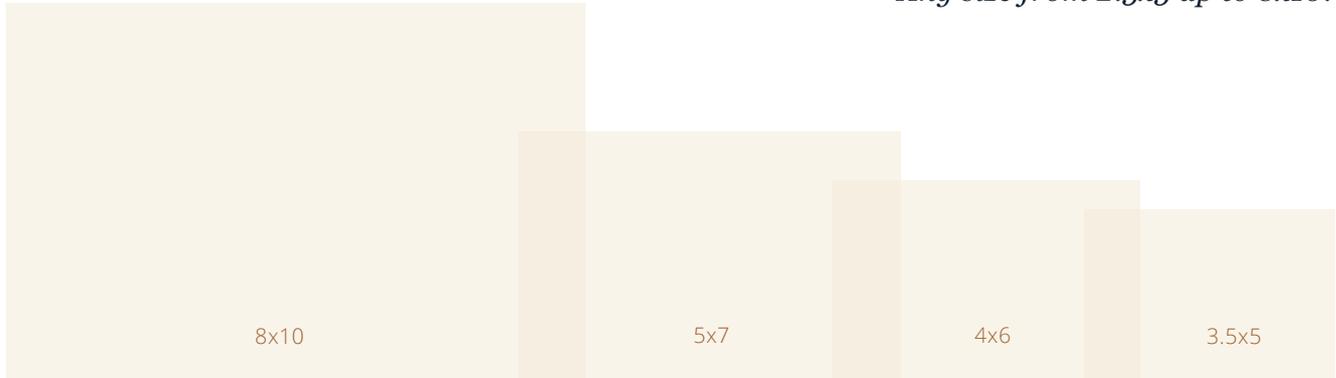
*Unlimited: +\$600.00 each*

# PRINTS PRICING

## Mix and Match Prints

\$25 for every 10 lustre prints.

Any size from 2.5x5 up to 8x10.



### Large Format Prints

Clear Lustre protective coating  
+ Additional \$50 per image retouch included

- 3.5x5 - 8x10 = \$40 for 10 prints
- 10x24 = \$75
- 11x14 = \$50
- 12x36 = \$65
- 16x20 = \$55
- 16x24 = \$60
- 18x24 = \$60
- 20x20 = \$60
- 20x30 = \$75
- 24x24 = \$65
- 24x30 = \$70
- 24x36 = \$75
- 30x30 = \$85
- 30x40 = \$90

### Acrylic Prints

Clear Lustre protective coating  
- Additional \$50 per image retouch included

- 8 x10 = \$100
- 10x24 = \$150
- 11x14 = \$125
- 12x36 = \$175
- 12x12 = \$125
- 16x16 = \$150
- 16x20 = \$185
- 16x24 = \$150
- 20x20 = \$200
- 24x24 = \$225
- 20x30 = \$250
- 24x36 = \$300



### CanvasPrints

Thick Frame 1.5"  
+ Additional \$50 per image retouch included

- 8x10 = \$80
- 10x24 = \$90
- 11x14 = \$90
- 12x12 = \$80
- 16x16 = \$90
- 12x36 = \$90
- 16x20 = \$90
- 16x24 = \$100
- 20x20 = \$125
- 24x24 = \$150
- 20x30 = \$150
- 24x36 = \$175

### Metallic Prints

The shiny metallic surface of metal prints gives the impression of lifelike depth and clarity.  
+ Additional \$50 per image retouch included

- 8x10 = \$100
- 10x24 = \$150
- 11x14 = \$125
- 12x12 = \$125
- 16x16 = \$150
- 12x36 = \$175
- 16x20 = \$150
- 16x24 = \$175
- 20x20 = \$200
- 24x24 = \$225
- 20x30 = \$225
- 24x36 = \$275



# ALBUM PRICING



**Flush Mount Prints**  
\$35 for every 10 - 4x6  
+\$10 for Metal Finish



## Album Preview

A preview of your album will be sent digitally to review. You can make revisions two times before it ever gets shipped out! Easy and convenient!



**26pg: \$185**

- Linen or Leather
- Up to 75 Images

**40pg: \$255**

- Linen or Leather
- Up to 75 Images

**70pg: \$295**

- Linen or Leather
- Up to 100 Images

## Albums

Crystal Cover: +\$100



## USB Box - Option 1

- 16Gb USB w/ 10 Flush Mount Prints ~ \$125
- 32Gb USB w/ 10 Flush Mount Prints ~ \$150

## USB Box - Option 2

- 32gb Engravings - \$125
- 64gb Engravings - \$150
- Box Engravings - +\$30



# Most Popular

## Photo & Video Packages



Engagement Shoot: +\$250  
7 hrs ~ 1 Photographer  
7 hrs ~ 1 Videographer  
48hr. Sneak Peeks  
400+ fully edited photos

5+ Minute Highlight  
Online Gallery + DVD  
Drone Included  
Unlimited Downloads  
USB Box: +\$125

### *Highlight*

\$1,900

Engagement Shoot: +\$250  
10 hrs ~ 1 Photographer  
10 hrs ~ 1 Videographer  
48hr. Sneak Peeks  
500+ fully edited photos

7+ Minute Highlight  
Online Gallery + DVD  
Drone Included  
Unlimited Downloads  
USB Box: +\$125

### *Ultralight*

\$2,500



# WEDDING CONTRACT

# PROJECT SPECIFICS

Services to be provided for a Wedding on \_\_\_\_\_ prepared for \_\_\_\_\_ and \_\_\_\_\_ at the price of \_\_\_\_\_. The location of the event will take place at \_\_\_\_\_. The estimated number of hours for this event is \_\_\_ hours (\_\_\_\_\_ - \_\_\_\_\_). Timeline appointment to be scheduled in closer to wedding date to complete agenda.

| EVENT         | TIME              | LOCATION |
|---------------|-------------------|----------|
| Prep          | 00:00am - 00:00am | TBD      |
| First Look    | 00:00am - 00:00am | TBD      |
| Ceremony      | 00:00am - 00:00am | TBD      |
| Cocktail Hour | 00:00am - 00:00am | TBD      |
| Reception     | 00:00am - 00:00am | TBD      |

## Services Include:

### *Photography:*

- Engagement Shoot
- \_\_\_ Photographer/s for \_\_\_ Hours
- 10 Flush Mount Prints any size up to 8x10
- Professionally retouched, high-res digital proofs (lightly-retouched photos taken at event) \_\_\_\_\_+ fully edited images.
- Online Gallery
- Crystal Cover \_\_\_ pg. album with up to \_\_\_ Images
- All RAW Images
- USB Box

### *Films:*

- \_\_\_ Videographers for \_\_\_ Hours
- \_\_\_+ Minute Highlight Trailer
- All Raw Footage
- Feature Film
- Online DVD
- USB Box



## COSTS AND FEES

See attached quote for specifics.

## CONTRACT TERMS

**ENTIRE AGREEMENT:** This agreement contains the entire understanding between THE PHOTOGRAPHER and the client. It supersedes all prior and simultaneous agreements between the parties. The only way to add or change this agreement is to do so in writing, signed by all the parties.

**RESERVATION:** A signed contract and retainer are required to reserve the specified coverage.

**HOUSE RULES:** The Photographer and Videographers are limited by the guidelines of the ceremony official or reception site management. Client agrees to accept the technical results of their imposition on the Photographer. Negotiation with the officials for moderation of guidelines is client's responsibility; THE PHOTOGRAPHER will offer technical recommendations only.

**FILM and COPYRIGHTS:** Until final payment for services is made, the photographs produced by THE PHOTOGRAPHER are protected by Federal Copyright Law (all rights reserved) and may not be reproduced in any manner without THE PHOTOGRAPHER's explicitly written permission. Upon final payment by the client, limited copyright ownership of the resulting images will be transferred to the client under the following conditions:

The negatives, slides, or digital copies of the images are the property of the client for personal use and for the purposes of the reproduction and giving of photographs to friends and relatives.

The client must obtain written permission from and compensate THE PHOTOGRAPHER prior to the client or its friends and relatives publishing or selling the photographs for profit.

**EXHIBITION:** Client grants THE PHOTOGRAPHER permission to display selected images as an example of THE PHOTOGRAPHER's work and for entrance into photographic competi-

tions and release all claims to profits that may arise from use of images.

MODEL RELEASE. The client hereby grants to THE PHOTOGRAPHER and its legal representatives and assigns, the irrevocable and unrestricted right to use and publish photographs of the client or in which the client may be included, for editorial, trade, advertising and any other purpose and in any manner and medium; to alter the same without restriction; and to copyright the same. The client hereby releases THE PHOTOGRAPHER and its legal representatives and assigns from all claims and liability relating to said photographs.

LIMIT OF LIABILITY: In the unlikely event that the Photographer is injured or becomes too ill to cover the event, THE PHOTOGRAPHER will make every effort to secure a replacement photographer. If the situation should occur and a suitable replacement is not found, responsibility and liability is limited to the return of all payments received for the event package. THE PHOTOGRAPHER takes the utmost care with respect to exposure, transportation, and processing the photographs. However, in the unlikely event that photographs have been lost, stolen, or destroyed for reasons within or beyond THE PHOTOGRAPHER's control, THE PHOTOGRAPHER's liability is limited to the return of all payments received for the event. The limit of liability for a partial loss of originals shall be a prorated amount of the exposures lost based on the percentage of total number of originals.

The Client shall receive reimbursement for any amount of time that the Photographer may be late after the agreed-upon start time.

RETAINER: A full retainer is required in order to secure the date. In the event of cancellation, the retainer paid is non-refundable and non-transferrable. The client agrees to provide cancellation notice in writing and releases THE PHOTOGRAPHER from any responsibilities and liabilities.

PAYMENT: Payment is due 10 days before the event date. If the payment is not made in full before the event, the photographer and employees are not required to shoot.

Signature: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Date: \_\_\_\_\_