

# EVENTS

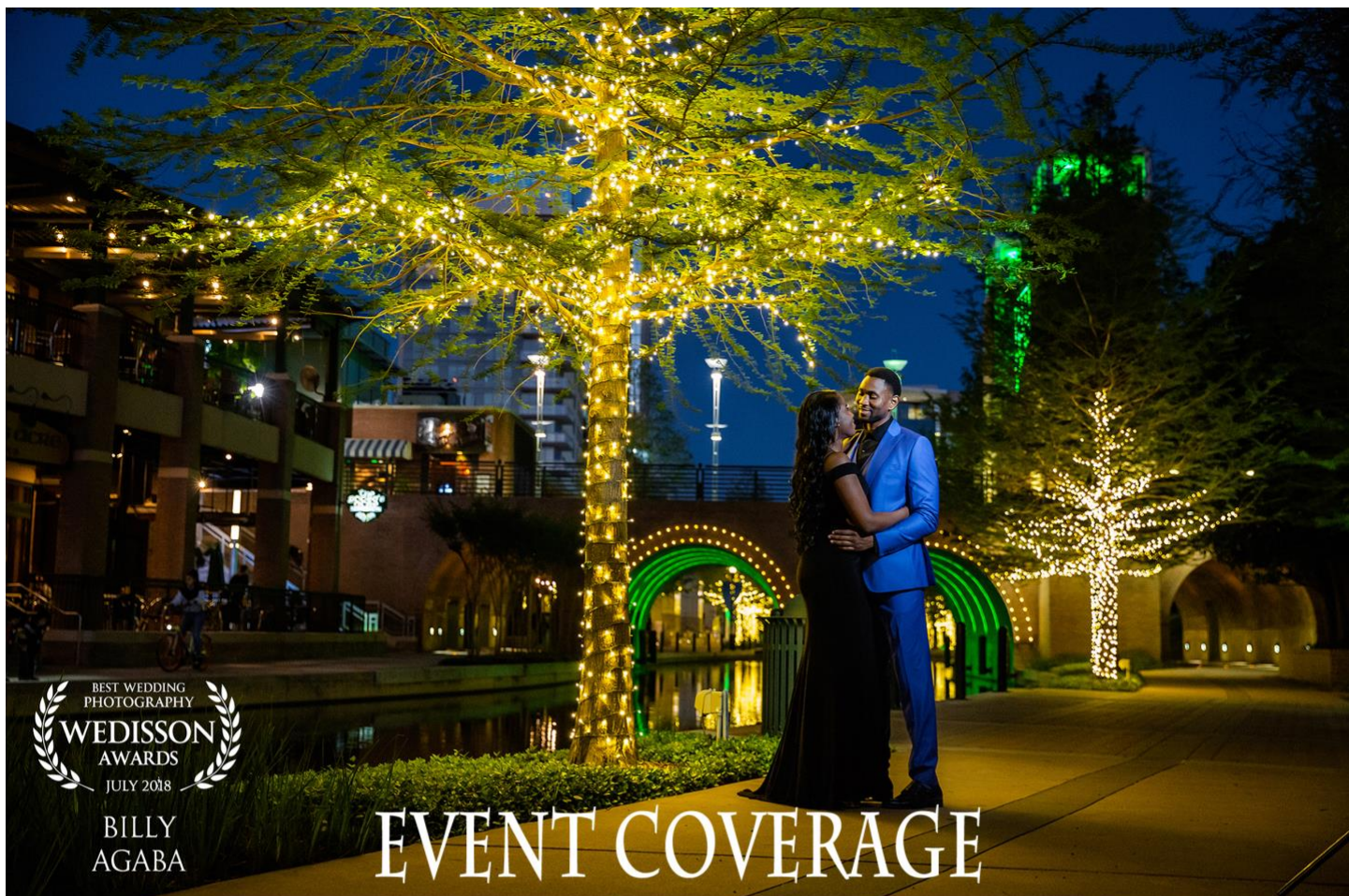
WHAT TO WEAR

NOT ALL EVENTS ARE CREATED EQUAL



OUTDOOR EVENTS VS INDOOR EVENTS





# EVENT COVERAGE

## *One Photographer Packages*

BIRTHDAYS, VOW RENEWALS, ANNIVERSARIES, SOCIAL EVENTS,  
BABY SHOWERS, GRADUATION PARTIES, FAMILY EVENTS, BAR MITZVAH

*Small Events* - \$2,200.00  
WITH UNDER 50 GUESTS

Requires a Minimum of **4 Hours** of Coverage

One Complimentary Mini Session  
Unlimited Locations for session  
Open Print Rights For Digital Images  
Online Gallery - DropBox  
All Photos Taken\*

*Medium Events* - \$3,300.00  
WITH 50-100 GUESTS

Requires a Minimum of **6 Hours** of Coverage

One Complimentary Mini Session  
Unlimited Locations for session  
Open Print Rights For Digital Images  
Online Gallery - DropBox  
All Photos Taken\*

*Large Events* - \$4,400.00  
WITH ABOVE 100 GUESTS

Requires a Minimum of **8 Hours** of Coverage

One Complimentary Mini Session  
Unlimited Locations for session  
Open Print Rights For Digital Images  
Online Gallery - DropBox  
All Photos Taken\*

**\*\*NO TRAVEL CHARGES FOR SHOOTS WITHIN 50 MILES OF DOWNTOWN HOUSTON.**

We are available for Destination & Out of State Events (Travel Expenses may apply on a case to cases basis)

Sales tax not included in the advertized discounted rates show above.

\* Non-Watermarked High Resolution Edited Digital Files with Print Rights - An Average of 25 Photos per hour





## WHY ARE PROFESSIONAL PHOTOGRAPHERS SO EXPENSIVE

Being a good photographer is an expensive investment. Sure, you can find cheap photographers out there, but they are cheap for a reason, among many, they are most likely cut corners on things that will affect you in one way or another. For example: types of equipment, Level of Experience that comes with level of Education in the respective Field and Actual field experience. So let's take a look at what goes into a photographer's overhead that contributes to the final cost of your Professional photographer.

### 1. STAFF SALARIES:

If you book a photographer that comes with a second photographer or an assistant, your cost is going to be higher. In return for getting more images from various views on your day.

### 2. EQUIPMENT:

The equipment a photographer carries around is not your typical low-end point-and-shoot type of cameras. High-end lenses (\$2,500 plus) and bodies (\$3,500 plus) average around \$3,000 each. Photographers also carry back-up equipment in case their primary equipment fails, which adds to the cost of the photography prices. Good photographers easily can bring over \$25,000 worth of equipment to shoot your an Event. Add in the prices of computers, The External Backups etc (you do not see on the day of) and costs begin to skyrocket.

### 3. INSURANCE:

Because cameras and equipment cost so much, photographers are smart to insure them. Just in case a drunken Guest decides he wants to spray champagne all over the photographer's equipment for a joke.

### 4. WEBSITE:

In this day and age, a photographer has to market himself with a very professional Website, which can cost a lot to design and maintain.

### 5. TAXES:

It goes without saying; we all have to pay taxes - required by law.

Some Photographers will include it upfront in the quote for the package or include it later when customizing your package.

### 6. ADVERTISING:

In that same vein, photographers also have to spend money on other types of advertising such as ads in magazines, shows, publicity flyers, and brochures.

### 7. MERCHANDISE:

If you knew how much albums cost you'd have a heart attack. Albums are extraordinarily expensive and are often added into the photography prices. Don't forget the time it takes to design them as well.

### 8. LABOR COSTS:

This one is pretty standard across all industries. A photographer's work does not end when your Event does. After the 6-12 hours they have put in working at your nuptials, the photographer spends days editing your images so you get a wide array of perfect photographs by which to remember your day. It's not uncommon to work more than 25 business days editing one Event. Their time is even more valuable when you factor in the limited number of weekends in a year there are for a photographer to work.

### 9. EDUCATION:

The more educated a photographer is, the better techniques and specializations will be used while shooting your Special event. As everything else, that education comes at a cost. Other intangibles such as expertise are not easy to measure monetarily, although we try.



## LABOR COST & TIME BREAKDOWN

### EVENT PRE-PRODUCTION

Equipment Final Check - an Average of 45 mins. Camera, Lights, Lenses, Stands, Back-ups etc

An Average of 45 mins travel time to the Event. (Within 50 miles from Downtown).

An Average of 45 mins - Set-up & prep time at location before actual Event shoot.

### 6 HRS EVENT COVERAGE

An Average of 45 mins - at location (putting the equipment away).

An Average of 45 mins travel time from the Event.

### EVENT POST-PRODUCTION

90 minutes - Uploading & Back-up time from camera digital cards to computer & other External back ups systems.

Editing an average of 25 to 50 Photos per day (depending on the type of editing required); an Event that has 500 to 1,000 images captured will need an average of 25 business days of editing time.

Include any additional phone time, Pre-Event consultations, or time needed for orders, Photo reviewing with couple, Album designs, shipment, quality control, etc.

In this example, the time spent per client can range from 120 hours to 180 hours – depending on the photographer's **LEVEL OF SERVICE**

This is time dedicated to a Single none complex 6 hour Event Coverage. When you are charged an average of \$3,000 for a 6 hour Event Celebration, you are not being ripped off. You are in fact paying for the 120 hours to 180 hours of work, which comes down to an Average of \$20 per hour.

