



WELCOME + INVESTMENT GUIDE

WEDDINGS BY
CAROLIZ
CREATIVE



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let's make photo magic!

My name is Caroline! I'm the dreamer behind Caro Liz Creative! Photography, for me, began as a casual college hobby as I documented highlights from my own life and adventures with my little starter camera. Soon, though, I fell in love with the art of capturing the heart, soul, and story within every person and every moment.

In addition to my work with Caro Liz Creative, I enjoy spending my time with my wonderful husband, Bryan, and our two cats and puppy dog. I'm also a lover of rainy days, decadent lattes, woodsy candles, and time spent digging into a good book.

In this guide, you'll learn about my philosophy and heart for wedding photography.

Weddings



SERVICES

How I Shoot Weddings

When you book your wedding with Caro Liz Creative, you are investing in authentically documenting the story, spirit, and beauty of your big day. The process behind the Caro Liz Creative wedding experience is strategic, personal, and airtight to ensure that coverage of your wedding events is seamless and stress-free.



The Experience

1

PLANNING

I want to be prepared to authentically and seamlessly capture each moment (planned or unplanned), so I will work closely with you and anyone else on your wedding planning team to craft a strategic, airtight, and fun photography timeline. We plan for everything but build in enough time to be flexible and savor special moments. If your package includes an engagement session or bridal portrait session, I'll also work closely with you to make your vision for those sessions come to life.

2

THE DAY-OF

It's finally here! Your wedding day! I will arrive at the scheduled time and start documenting everything. From the classic moments to quiet private ones to every last beautiful detail, I am dedicated to holistically capturing your wedding day from start to finish. If you chose to include a second shooter in your package or if you're letting me take it solo, I'll do everything I can to make sure your final gallery will reflect every aspect of your day.

3

SNEAK PEEKS

Within 48 hours, you will receive a hand-edited mini-gallery of some highlight shots of your wedding day. As you soak up that newlywed feeling, you can look back on your big day and share some gorgeous photos to celebrate.

4

FINAL GALLERY

Within six weeks, you will receive your final gallery comprised of beautiful hand-edited digital images. Depending on wedding coverage, your final gallery will be 400-800+ images. You will have access to the gallery online and can download high-resolution files that can be blown up into beautiful prints or shared in bulk on socials. You will have full personal use and print rights to the images.

Packages

PRICING GUIDE



Wedding Collections

STARTING AT \$3000

8-hour Photo Coverage
500-800+ Digital Images
Day-of Photography Timeline
Shareable Online Gallery
Complimentary engagement session

The Standard is my baseline wedding day photography package designed to capture all the key moments of the best day of your life. From getting ready with your wedding party to your reception, I will capture your big day with finesse and creativity.



Add-Ons



Second Photographer - \$300

Additional hours of coverage - \$200 each

Bridal Portraits - starting at \$350

Rehearsal dinner coverage - \$500

If you are interested in investing in an heirloom wedding album, I can provide custom pricing in your official quote..

FAQ

WEDDING PHOTOGRAPHY



FAQs

How would you describe your photography style?

Modern, authentic, cinematic - I strive to capture your love story through images that are both true to color as well as bold and emotional. The images featured in my portfolio are an accurate representation of my shooting and editing style.

What if I'm not having a traditional wedding?

It's your wedding, so make it *your own*! Your day should represent you and your love, so if you want to go hiking, on a coffee crawl, to a library, skiing, bar-hopping, or end the night with a big greasy pizza - let's do it! I'm with you every step of the way!

Do you deliver every image you shoot?

For every wedding I shoot, I capture thousands of images. I only include the best images in the final curated gallery. Trust me, you don't want to sift through 5000 photos - you'll relive your day fully and beautifully by enjoying your hand-edited and custom-curated 400-1000+ image gallery.

Do you provide RAW files?

All my packages include full-resolution digital image downloads. However, I generally do not provide RAW (unprocessed) files. RAW files are unprocessed and are not an accurate representation of my craft. In certain circumstances, RAW files may be provided for an additional cost and subjected to additional use limitations.

Do you do destination weddings?

Absolutely! I will go with you wherever you want to tie the knot! Please check out my destination packages. *Hint*: Certain destinations also come with a discount because they're on my bucket list!

Do you charge travel fees?

I do not charge travel fees! All my wedding packages include travel costs - even my destination wedding packages!

FAQs

Cont.

How do you handle challenging lighting situations?

During the planning process, I will strategize based on the unique needs of your venue and the timeline of events. I will provide all the necessary equipment to ensure every big and small moment is captured beautifully.

What do you mean by "retouching"?

I will make sure any blemishes disappear, that your teeth are pearly white and that your hair is tamed. What retouching *does not mean* is adding makeup, adjusting body types, or making you look like an Instagram filter!

What does it mean to have "personal print rights"?

While I retain copyright ownership of the images in your wedding gallery, you will have full personal print rights and license for social media use. You can use your favorite wedding photos to post on social media, for prints as gifts or in your home, or really anything you can think of - as long as it is not commercial. I also do not allow you to add filters or edits to your images.

How do you back up our images? How can we ensure our images won't be lost?

The cameras I use all have two slots, so there are two memory cards simultaneously saving your images. If my primary card fails for some reason, all the data is safe on a backup card. Memory cards are stored in a waterproof case, and as soon as I can following a session or a wedding, I copy all image files to a hard drive which is also backed up to cloud storage. Long story short, I keep all files on multiple SD cards, a hard drive, and in cloud storage, so there are multiple fail-safes to protect your precious memories before I deliver your gallery.

FAQs

Cont.

How do we reserve you for our date?

I require at least a 25% retainer to secure my services for your date. This is paid upon signing your contract. The retainer applies toward your final balance and is not a separate fee.

Do you offer a discount if we pay in full?

Yes! I offer 10% off your wedding package balance if paid in full.

If we cancel the wedding, can we receive our retainer or payments back?

No, the retainer blocks off your wedding date from other potential bookings, so it is *non-refundable*. However, if you do cancel your wedding more than 30 days out from your date, any future payments are voided. Once a payment is made, it is non-refundable no matter how far in advance the payment was made.

If we change our wedding to a different date, will we be able to use our retainer fee towards a future date?

It depends on my availability on your date. There is no guarantee that I can transfer my services to your new date since your retainer only blocks off your original date. I address this situation on a case-by-case basis.

I hope this FAQ section was helpful. If you have further questions, please contact me, or, better yet, schedule a Zoom meeting with me, so you can get a clear picture of my services.



KIND WORDS

"Caroline was a DREAM to work with on our wedding day. She was so sweet and personable and made my husband and I feel so comfortable taking pictures the entire time she was there! She was very organized and kept things moving when we were running behind, without ever making us feel rushed or stressed.

It felt more like we had an extra friend at the wedding who just happened to have a camera around her neck at all times."

TREY + AMY

11.5.22





Ready to book?

WE ARE TOO!



I am so excited to work with you!

Please request an official proposal from me either by the form on my website or by contacting me directly.

After reviewing the contract proposal, secure your date by sending your non-refundable retainer fee and signing the contract.

Still thinking things over? Do not hesitate to send me a message. I would love to answer all your questions!

Thank You

TALK TO YOU SOON!



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