



## RUSTICALLY ROMANTIC

PHOTOGRAPHY BY DARBY JOHNSON

BRIDE'S NAME: \_\_\_\_\_

GROOM'S NAME: \_\_\_\_\_

WEDDING DATE: \_\_\_\_\_

TELEPHONE #: BRIDE: \_\_\_\_\_

GROOM: \_\_\_\_\_

EMAIL: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

COORDINATOR NAME & #: \_\_\_\_\_

WEDDING LOCATION: \_\_\_\_\_

WEDDING VENUE CONTACT: \_\_\_\_\_

VENUE PH #: \_\_\_\_\_

SALON NAME/ADDRESS: \_\_\_\_\_

SALON PHONE #: \_\_\_\_\_

# Rustically Romantic Pricing Guide

## **R & R Flat Rate**

### **"FULL COVERAGE + FULL RIGHTS"**

**Includes**

**Full coverage= 8+ hours of coverage between 10  
am and 9 pm**

**1200+ high resolution edited images**

**Access to hosted online gallery**

**Initial one hour consultation**

**\$100 credit towards engagement session  
downloads**

**\$100 credit towards boudoir session downloads**

**Timeline review**

**One hour styling consultation**

**Referrals for unadvertised venues and top  
vendors**

**\$3000**

**\*Flat rate for elopements/courthouse- \$2000**

**\*Flat rate for weekdays M-Th \$2500**

**\*Flat rate for Fridays and Sundays \$2850**

# Rustically Romantic

R & R FLAT RATE

FULL COVERAGE = 8+ HOURS OF COVERAGE BETWEEN 10 AM AND 9 PM

1200+ HIGH RESOLUTION EDITED IMAGES

ACCESS TO HOSTED ONLINE GALLERY

INITIAL ONE HOUR CONSULTATION

\$100 CREDIT TOWARDS ENGAGEMENT SESSION DOWNLOADS

\$100 CREDIT TOWARDS BOUDOIR SESSION DOWNLOADS

TIMELINE REVIEW

ONE HOUR STYLING CONSULTATION

REFERRALS FOR UNADVERTISED VENUES AND TOP VENDORS  
\$3000

## ADDITIONAL HOURS

*Capture all the crazy after 9 pm. Almost too fun to pass up, and so fun for social media!*

\$200 pr.hr.

## SECOND SHOOTER

*Second photographer to capture preparations, ceremony, and candid*

\$1000

## ENGAGEMENT PHOTOS

*3-5 outfits, 2 hour road trip to capture the perfect Save the Date or engagement announcement!*

\*\$300

## BRIDAL PORTRAIT

*Bridal Photoshoot escape the pressure and time constraints of the wedding day, shooting your bridal portrait in a separate session!*

\*\$300

## BOUDOIR GROOMS GIFT

*3-5 outfit photoshoot to use in creating wedding day gift surprise!*

\*\$300

## WEDDING DAY BOUDOIR

*20 Minute Mini session of sexy photos as the dress goes on.*

\$200

## PARENT'S PHOTO SETS

*Gift Each set of parents to their own full set of the wedding day portraits! They can print, share, archive for the family!*

\$275 Digital set  
\$500 flashdrive.

## CUSTOM ALBUM

*R & R custom designed photo album. You choose favorites, we piece together.*

\$400

## WOODEN FLASHDRIVE

*Having trouble downloading gallery? Older computer? or just want a hard copy for safe keeping!*

\$500

## R & R PARTIAL STYLING

*Need help making sure you have a vision and are executing it correctly? florals, dress, decor, etc*

\$200 pr hr.

## R & R FULL STYLING

*Get the full Rustically Romantic styled wedding. Includes 5 hours of styling help with design board*

\$1000

**Please note- There are no friends or family discounts. If I am fortunate enough to be friends with you, I value that friendship. In the past I have learned that nothing wrecks a friendship quicker than business deals between friends in which one can feel undervalued. So, I no longer put any friendships at risk. Therefore, the price is the same for each of my clients.**

### TRAVEL ADD ONS

Travel is added to weddings 100 miles away from Novato, Ca. If more than a 3 hour drive is required, a hotel room charge for the night before is added to total price. This is a safeguard to my couples, in case of an accident, car trouble, etc, that would derail the actual start time of the wedding day.

+ Hotel lodging the night before is required for all weddings that require more than a 3 hr. drive from my home base.

+ \$ Additional travel fee if more than 100 miles from Novato

### DISCOUNTS-

- \$ Military discount, \$200 off wedding and \$100 off engagement session (available in add ons)!

- \$ Any additional discounts offered i.e. weekday wedding, courthouse coverage drawing winner, etc

**Package quote (As discussed at time of consultation)-**

Flat rate + \_\_\_\_\_

Additional hours + \_\_\_\_\_

Second shooter + \_\_\_\_\_

Engagement session + \_\_\_\_\_

Bridal portrait + \_\_\_\_\_

Boudoir session + \_\_\_\_\_

Wedding day boudoir + \_\_\_\_\_

Parent's photo sets + \_\_\_\_\_

R & R Custom album + \_\_\_\_\_

R & R Partial styling+ \_\_\_\_\_

R & R Full Styling + \_\_\_\_\_

Full digital set on flash drive+ \_\_\_\_\_

-Discounts \_\_\_\_\_

Total due at wedding : \_\_\_\_\_

If writing check please make out to Darby Johnson.

## **DEPOSIT-**

**A \$300 RETAINER is required to secure the date.** Cash is preferred, but if you are writing a check, you must have sufficient funds to immediately cover check. This deposit is non-refundable or transferable for any reason.

## **BALANCE-**

Package quote (\* We customize your package starting at a base rate, during your consultation. You always have the option to add more)

Payment of the balance of \$ \_\_\_\_\_ is due on the date of the wedding.

*This does not include gratuity*

- Do not have me come shoot your wedding, and tell me at the end of the night that you have ran out of money and need to make payment arrangements. Um yah, No. If something arises and you need to make a payment arrangement, it must be discussed, and paid off prior to the wedding.

**Checks-** If you are writing a check please add \$15, since check cashing will be down through your bank to verify funds, thus funds need to be immediately available. Postdated checks are not allowed. Do not ask me to postpone cashing checks for engagements or weddings. Cancelled checks will result in legal action for balance in full plus all costs incurred associated with legal action required. Returned checks/Insufficient funds will be charged an additional \$250 every 7 days until balance is paid in full.

**Prepayment-** Prepayment of the wedding in full is not encouraged.

**Cancellation policy-** Cancellations less than 12 months before the date of the wedding will require client to pay payment in full within 3 weeks of scheduled wedding date. If I am forced to pursue legal action to recoup balance, client will be liable for my time, my lost wages, and for all court expenses incurred.

*-Cancellation under 12 months, **CASH** balance due in full within 3 weeks of original date. I understand cancelling a wedding is hard enough, without the added pressure of expenses incurred, but its business, and since you have “purchased” that date on my calendar, payment is due.*

**PHOTO COVERAGE-**

Typical coverage starts when the bride (specifically) starts getting ready.

Typical coverage ends after reception events (cake cutting, first dance, etc.) if you have opted for full coverage, which is standard in your flat rate. Please make arrangements to have all events complete prior to 8:30, unless you choose additional hours, I'm not obligated to stay after 9 PM.( I encourage couples to have all their wedding events done by 8 pm, with the idea that the groom has no more obligations for the last 3 hours of his wedding, except to dance with his spouse and enjoy his friends).

Coverage begins when bride starts getting ready: (approx. 10 am) \_\_\_\_\_

Coverage to end at 9 PM

Additional hours @\$200 pr hour \_\_\_\_\_,

**COMMUNICATION-** I prefer to communicate with my brides via Facebook messenger via DARBY JOHNSON PHOTOGRAPHY FACEBOOK PAGE. Why? Simply put, I can see your face, access your Groom’s face, and refer to our past communication all at a glance. If you do not have a facebook, please consider getting one until wedding has passed, or use your bridesmaids/moms/etc. Communication is key, and having some Brides text, other email, other Instagram

message, etc.....makes it hard to make sure no communication/reply doesn't fall between the cracks.

Once you are on schedule, please reach out to communicate with me whenever you need. For example, send me your timeline asap, so I can help suggest changes. It's much easier to scoot things around early, so that you don't need to reprint invitations. Also, schedule your styling shoot within 3 months of booking, so that you have focus and vision, when it comes to planning and purchasing supplies.

**ARTISTIC PRIORITY-** Do not hire me and hire another photographer simultaneously. This includes "trades" or "friends" asked to take "actual" wedding photos that day. This is such an unexpected twist of events and always causes problems. Also, let me know upfront if you are hiring me as "the backup photographer".

If you have hired a videographer, or any other professional, please let me know. I also ask for creative priority, meaning I can ask them to move out of the middle of the aisle for example, or to stay out of my shots. (Keep in mind everything that needs writing down in this contract, means it's actually happened lol). I have some amazing references for videographers whom I love working with if you need a jumping point.

I will ask your guests, nicely to not take any of the posed images I set up, this does not include family photos. I know everyone wants their own copy of those and I welcome that. This applies to wedding party, and couples formals. This is protection for you so that janky-ass photos aren't posted on facebook etc, before you even get to see the professional version of the same photos. I will say "this is my shot" or invite them to rejoin the party....but sweetly.

### **COPYRIGHT-**

*All posed images taken by Darby Johnson are the sole creative property of artist, and the physically property of client upon release. All guests present at wedding will be reminded by officiant that no duplicate photos are to be taken over the shoulder or alongside the photographer with the exception of family portraits, and when reasonable. Please ensure that you have given the postcard enclosed to officiant prior to ceremony to remind you guests of this policy.*

The entire copyright in the photographs is retained by the photographer at all times throughout the world. Digital image files provided to the bride and groom may be printed, displayed online, for personal use, but not for commercial use.

Photographer retains the right in all cases to use photographs for purpose of advertising or otherwise promoting their work or any other use.

*-Couple can use all images however they would like, but cannot sell them or use them for commercial advertising without permission.*

*-Photographer can use images for all forms of advertising. (Talk to be about this if you have concerns, i.e. family in law enforcement, personal weight concerns, non-custodial parents, etc.)*

*Although you retain the rights to your images, strong discretion is expected on additional editing...meaning, do not poorly re-edit your images. This makes me look bad, and is not encouraged or appreciated.*

- *Note-if you, the client, is an amateur, or professional photographer, no images taken by Darby Johnson Photography can be advertised, or portrayed to be that of the client's work.*

### **ARCHIVAL RELEASE-**

Once all images within wedding package have been delivered, the photographer is under no obligation to retain the images. Images are erased following delivery.

*-After receiving your copy of the photos, I encourage couples to make additional copies and keep in secure location in case something happens to original set.*

### **ATTENDANCE-**

In the unlikely event that the photographer is unable to complete the coverage due to unforeseen circumstances, the photographer cannot guarantee, but will make all attempts to provide another photographer! *-This has never happened! Never planning on it happening!*

*As of Oct 2017, both of my sons are actively serving in the United States Marine Corp. If, for any reason, something happens that needs my attention, my job as a mom comes first in the universe. Please know that I will do anything and everything to be everywhere!*

### **EQUIPMENT FAILURE-**

I backup all images throughout your wedding day. Once back in the office, I back up images a third time, before getting backed up a 4 and 5 time by the editor.....but technology sometimes fails humans. In the unlikely event of a total photographic failure, Client cannot pursue court action over the contract cost for reimbursement.

*-Client will be reimbursed for the amount contractually agreed upon within this contract in case of a total photographic failure*

### **COORDINATORS-**

If couple is working through a wedding coordinator, “client” refers to couple, not the coordinator. Couple must both sign contract.

\*I love providing references for good coordinators! My advice to brides, **either find a fantastic coordinator, or go without.....**anything in between is a nightmare for the vendors you love. Please reach out to me for the contact #s of great planners who will make your day dreamy and stress free!

## **FINAL PRODUCT-**

You should expect your photos edited and online within 2 months. That said, it rarely takes that long. Within 2 weeks, I post a few favorites on social media, so everyone can relive the awesomeness!

Your wedding photographs will be put on an online gallery with a client exclusive passcode enabling only your access from which you can view and archive as a zip file. All prints, large and small can be ordered straight from the gallery. This includes canvases, metal prints, enlargements to frame, etc!

Once gallery link is given, **YOU MUST REVIEW AND CONFIRM RECEIPT OF IMAGES WITHIN TWO WEEKS OF RETURN.** (Reviewing them 11 months later and saying something isn't working is your liability and not that of the photographer). **IT IS STRONGLY ADVISED THAT YOU IMMEDIATELY ARCHIVE THE FULL SET**

Online Gallery-

How does the gallery process work?

Email is sent to bride and groom once editing is complete.

Email contains passcode to view and pincode to archive.

Couples view photos and choose their favorite to print. Once ordered, prints arrive in about 2 weeks!

Couples share link for family and friends to do the same. Their orders will be independent, sent directly to their home, with no financial/logistical strain to couple. Yay!

After printing, to archive, select download in top right corner, this will upload a zipfile to your download's folder. To extract right click and extract onto your desktop.

Note- If you are having trouble downloading, older computer, or just want to have a flashdrive for safe keeping, price is \$500. This is because a flashdrive with large capacity runs high, plus hours of transfer time, mail, etc. Most importantly, this

means clients and their family are likely to have images printed elsewhere. This carries a cost.

**For the photographer who is now the bride-** I am honored that I have been asked to be your photographer, as I know you have extremely high standards. I ask that you enjoy your photos and post as any other brides, with care to not appear as though the photos are part of your work. I also ask that you do not duplicate, copy, or use the contents of this contract in your own business negotiations.

**Expectations/ parameters- If it needs writing, it means it happens!**

You can expect good communication leading up to and after your wedding. If you call/email me, I'll certainly get back to you. If you call me nonstop, I won't LOL. Although I love helping my couples, I am not a full blown free wedding planner. Just, be normal...share your fun ideas, ask for suggestions, ask questions, etc....but maybe not like 75 emails lol. Also important, **I do not** accept business calls after normal hours...(I.E. 12:30 at night, or 6 AM).

You can expect me to be professional, responsible, and diligent about getting my job done. I have the upmost respect for my couples, and their families. That said, in return, respect how I do my job. If a drunk POS groomsman is derailing the deal...I WILL SAY SOMETHING! Don't get me wrong, I love drunk groomsman, but there have been a few that absolutely suck!

If you are running super late, the person who shoulders the stress is me. You cannot expect the same results as a bride who has adequate time for all her photo ops.

If you choose to have a late wedding i.e. after 5 pm, and do not want to see your spouse before the ceremony, you risk having all your photos taken in the dark, and most likely using the majority of your reception time on photos.

If important guests are at your wedding, please point them out. If tragedy strikes and that individual is missing from pictures, I place an enormous amount of responsibility on myself, and that's a tough pill to swallow.

I eat. LOL.....when the wedding party does, regardless of the venue. This is so I don't miss toasts etc. if there is an extra plate, fantastic, if not happy to bring my own snacks....but regardless I go missing for about 15 minutes during dinner.

Drunk guests...yes I've been spilt on, sworn at, criticized and celebrated!!! I love myself some tipsy partygoers. It takes a whole lot for you to notice if I've "had enough"...but please trust my judgement. If I do need to react, its long overdue :)......humor usually is the best tactic.

Don't write me bad checks, or suddenly be missing your checkbook on the wedding day.

Your photos will not be ready the next day. If for any reason you need a specific photo and you are requesting it within a day or two of your wedding, there will be a \$50 charge per photo.

Please use care and attention while selecting your package and add ons. If you want input on your album, select custom album rather than asking for advice and design suggestions while you make your own lol

**and lastly.....**

**Just be normal and kind, with a pinch of stress, a dash of anxiety, a little room for mistakes, and a whole lot of fun!**

## Review

\_\_\_\_\_Deposit due now, even if I love you, your day is not yours, even if discussed until a deposit is given and contract is signed.

\_\_\_\_\_Cancellation within one year of your wedding date, payment is due in full.

\_\_\_\_\_ If payment cannot be collected, all court expenses, including my time, will be your expense.

\_\_\_\_\_If you are running late, and you receive less photos, or do not get the photos you were hoping for because of tardiness, that is not the fault of the photographer.

\_\_\_\_\_ I will do my best to capture the greatest shots of your wedding day. Please note, if someone does not want photos taken ( i.e. groom, drunk groomsmen, etc, there is only so much I can do)

\_\_\_\_\_ Photos will be returned ASAP! Photographer retains privilege to return photos within 4 months. Asking the following day is CRAZY lol!

\_\_\_\_\_ Photographer has the right to use images

\_\_\_\_\_ Cameras have glitches. It happens and all efforts are made to avoid a mishap. Please sign that you understand this.

**SIGNATURES-**

Signature of Photographer: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Client: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Client: \_\_\_\_\_ Date: \_\_\_\_\_

*Please print and send back-*

*COVER page (page 1),*

*PRICING PACKAGE OPTIONS (page 5)*

*CONFIRM ARRIVAL TIME (page 6)*

*REVIEW WITH INITIALS (page 13)*

*SIGNATURE PAGE ( Page 14)*

*Attach to deposit and send to:*

*Darby Johnson 402 Indian Springs B, Novato Ca 94947*