



WEDDING & ENGAGEMENT PHOTOGRAPHER

# WEDDING GUIDE



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JACOBCABRAL.PHOTOGRAPHY@GMAIL.COM

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JACOBCABRAL.COM

@JACOB.CABRAL



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*"...Jacob was able to read the room so very well and get all of the shots I hoped for without even having to ask! He even captured moments that I didn't think of requesting, making my album all the more special once I received it. If you're looking for a personable and professional photographer, I HIGHLY recommend Jacob!"*

VAIOLA & HECTOR

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*No.*

# 01

WELCOME

I was going to try making this section sound as super elegant but to be honest, it's not really my style, I am more of a straight foward, 'laxed person! The point of this page is to give you a better idea of what kind of person am I. Now, I could just copy and paste the "about me" section from my website, but where's the fun in that?? To put it short, I am a music teacher and photographer who loves to travel and is family oriented. I love being creative and find enjoyment in bringing a different artistic perspective to the table- whether it's through playing music or taking pictures.

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*“Jacob was the main photographer at my wedding located in Marin County. My wife and I had a great experience with Jacob as he took stunning shots to capture the moment. Would definitely recommend!”*

CHI CHI & RICH



caption for image will go right here - placeholder



## SHOOTING PHILOSOPHY

I don't like to think that I'm working with others...it feels way too "corporate". Instead, I like to think that I am collaborating with my couples! This makes the whole photographer-client experience different than what other photographers stand for. And because no two photographers are the same, an easy, amazing experience is what I strive for!

I am also a heavy believer in the fact that EVERY couple is magazine worthy, no matter your color, size, gender etc. Whenever couples are together, that so-called "awkwardness" that I was

warned about disappears. And when I'm not working directly with my couples, I look for those real, in-between moments and interactions that we don't realize happened.

Most of the great photos come from simply being comfortable with your loved one, it's amazing what I get to see and experience when I am collaborating with my couples... Capturing the moment is just a perk of my job.

*No.*

## 02







No. **03**

INVESTMENT

**SMALL WEDDING PACKAGE (CITY HALL BOOKING)**

- Recommended for SF City Hall, Backyard, and Elopements (50 guest and below)
- One photographer
- 2-hours of coverage at SF City Hall
- Online gallery of edits
- Printing & sharing Rights
- Extra hours can be added on for this if you plan on having a formal dinner

*\$1,000*

**SILVER WEDDING PACKAGE**

- Recommended for weddings between 50- 100 guests.
- Two photographers
- Up to 8 hours of coverage
- Online gallery of edits
- Printing & sharing Rights

*\$4,000*

**GOLD WEDDING PACKAGE (MOST POPULAR)**

- Recommended for weddings between 100- 180 guests.
- Two photographers
- Up to 10-hour of coverage
- Online gallery of edits
- Printing & sharing Rights

*\$5,000*

**PLATINUM WEDDING PACKAGE (PERSONAL RECOMMENDATION)**

- Recommended for weddings between 150-230 guest.
- Complimentary Engagement Session (\$500 value)
- Two photographers
- Up to 10-hour of coverage
- 10x10, 10-spread Wedding Album (\$900 value)
- Online gallery of edits
- Printing & Sharing Rights

*\$6,000*



ADD-ONS

ADDITIONAL HOURS

*\$500/Hr*

ENGAGEMENT SESSION (MORE INFO ON PAGE 19)

*\$500 Hour Session*

PRINTS

*(Outsourced to Bay Photo)*

TRAVEL FEES

All travel costs, including mileage\*, ferry fares, airfare, hotel & rental car are covered by my clients. I work with flat fees & mileage fees to accommodate most travel fees. However, please inquire for more details and options.

MILEAGE INSIDE BAY AREA

*First 30 miles from SF County-free (each way)*

*After 30 miles- .50/mile*

10-SPREAD WEDDING ALBUM (10X10)

*\$900*

VIDEOGRAPHY (FOR SMALL WEDDING PACKAGE ONLY)

*\$800 for highlight segment*

PHOTOBOOTH MIN. 2 HOURS

*\$600*

OUTSIDE OF THE BAY AREA

*please inquire, I am passport ready ;)*





**COMMON CATHOLIC WEDDING TIMELINE**

**10AM-11:00AM** DETAIL PHOTOS (FLAT LAY, DRESS, ETC.)

**11:00AM-12:00PM** GROOMSMEN + BRIDESMAIDS GETTING READY PHOTOS)

**12:30PM-1:30PM** (SLOT FOR FIRST LOOK PHOTOS IF YOU PLAN ON IT)

**2:00PM-3:30PM** CHURCH CEREMONY FOR CATHOLIC WEDDINGS

**3:30PM-4:00PM** FAMILY PHOTOS AT THE CHURCH

**4:30PM-5:15PM** BRIDAL PARTY PHOTOS AT VENUE

**5:30-6:00PM** COCKTAIL HR/RECEPTION VENUE DETAIL PHOTOS

**COMMON WEDDING TIMELINE**

**12:00-1:00PM** DETAIL PHOTOS (FLAT LAY, DRESS, ETC.)

**1:00PM-2:00PM** GROOMSMEN + BRIDESMAIDS GETTING READY PHOTOS

**3:00-4:00PM** (SLOT FOR FIRST LOOK PHOTOS IF YOU PLAN ON IT)

**4:00-4:30PM** VENUE DETAIL PICTURES

**5:00-5:30PM** CEREMONY

**5:30PM-6:00PM** FAMILY PHOTOS

**6:00PM-6:45PM** BRIDAL PARTY PHOTOS + BRIDAL FORMALS

**6:00PM-7:00PM** COCKTAIL HR

**7PM-11:00PM** RECEPTION (USUALLY I STAY A LITTLE AFTER DANCE FLOOR OPENS)

*No.*

**04**





No. 05

TRUSTED VENDORS (UPDATED '23)

**COORDINATORS/  
PLANNING**

**BING**  
GOBINGGO.INFO

**TAWNY ROSE CORNEJO**  
WWW.ONESWEETSOIREE.COM

**CAITLIN MACDONALD**  
CAITLINMCDONALDEVENTS.COM

**VIDEOGRAPHERS**

**JKAPTURE STUDIOS**  
JKAPTURE.COM

**FYLM MEDIA**  
FYLMEDIA.COM

**UNCOMMONWEDDINGS**  
UNCOMMONWEDDINGS.COM

**FLORIST**

**DIOSA BLOOMS**  
DIOSABLOOMS.COM

**H&J FLOWERS**  
HANDJFLOWERS.COM

**GREENERY A LA CAP**  
GREENERYALACAP.COM

**HAIR + MAKEUP ARTIST**

**VIVIAN PYT**  
VIVIANPYT.COM

**LOULOU MAGSAYSAY**  
STYLESEAT.COM/

**RIANNE CAMILLE**  
FACEBOOK.COM/  
RIANNECAMILLEARTISTRY  
650-302-9076

**CAKE/BAKERY**

**MINIA'S BAKESHOP**  
MINIASBAKESHOP.BIZ  
510-376-4659

**MISS LOUISE**  
MISSLOUISEBAKES.COM  
650-703-5151

**PHOTOBOOTH**

**PT4FUN PHOTOBOOTH**  
PT4FUN-PHOTOBOOTH.COM

**LOU RACPAN**  
PHOTOBOOTHDJCOKIUSA.COM  
925-698-1117

**DJ'S**

**DJ ETERNAL**  
THECROWDPLIFTER.COM

**INDAMIX PRODUCTIONS**  
RICO- 916-612-9328

**DJ GEORGE**  
+1 (650) 296-9662

**LIMO/TRANSPORTATION**

**CALIPARTYBUS**  
CALIPARTYBUS.COM  
888-420-2254

**ALLIED TRANSPORT WORLDWIDE**  
ALLIEDTRANS.COM  
855-491-5466





**ENGAGEMENT SESSIONS**

*A time for you to celebrate your upcoming wedding.  
Intimate and real, with a laid back setting.*

So now that you are engaged, what happens next?? A date on steroids with a creepy photographer following you! ...Jk about the steroid part ;)

In all seriousness, engagement sessions are what brings us all together. It's a great way to get to know me and vice versa! It's also a great time to collaborate on some ideas. If you've been waiting your whole life to do that beach shoot, count me in! Engagement photos are perfect for invitations, save-the-dates, and decor for the upcoming wedding!

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**WHAT TO EXPECT?**

Prior to the shoot, I send out a Pinterest board to give you an idea of outfits, ideas, and colors I envision when I shoot! And when it comes to planning and timing, the best time I like to shoot my engagement sessions are an hour before sunset- This is most ideal when it comes to lighting!

Throughout the session, it's really relaxed and fun. My goal here is to get to know both of you further. And as you get more comfortable you with me, this is when the best photos come out! If you book a wedding with me, an engagement session is a perfect way to get to know each other. Here, we really create a friendship and sense of trust before your big day.

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**ONE-HOUR ENGAGEMENT SESSION**

- Online gallery of high-res edited images
- Print release for unlimited usage rights

*\$500*



## SAN FRANCISCO CITY HALL CEREMONIES

San Francisco City Hall is one of the most, if not, the most beautiful public places to get married! It is iconic with its marble interior and elegant staircase. I always get excited whenever I receive city hall inquiries!

If you've booked a city hall ceremony with me, please expect roughly two hours from start to finish- One hour for the waiting, signing, and marriage, then one hour for the formal photos from the fourth floor down to the front entrance of the building. Since I usually meet my couples the day-of the ceremony, the down time during the

waiting is a perfect time for us to get to know each other. I also use this downtime to take candid, family shots. Here, we gain a sense of comfort and trust for each other, which can also calm those nerves!

If you prefer less foot traffic for photosake, I recommend reserving your ceremony for the earliest time in the middle of the week. It is also possible to add-on hours if you plan on having a reception following the ceremony.

My common turnaround time for city hall ceremonies is one month. If you have any questions regarding city hall ceremonies, please do not hesitate to reach out to me!

No.

# 07



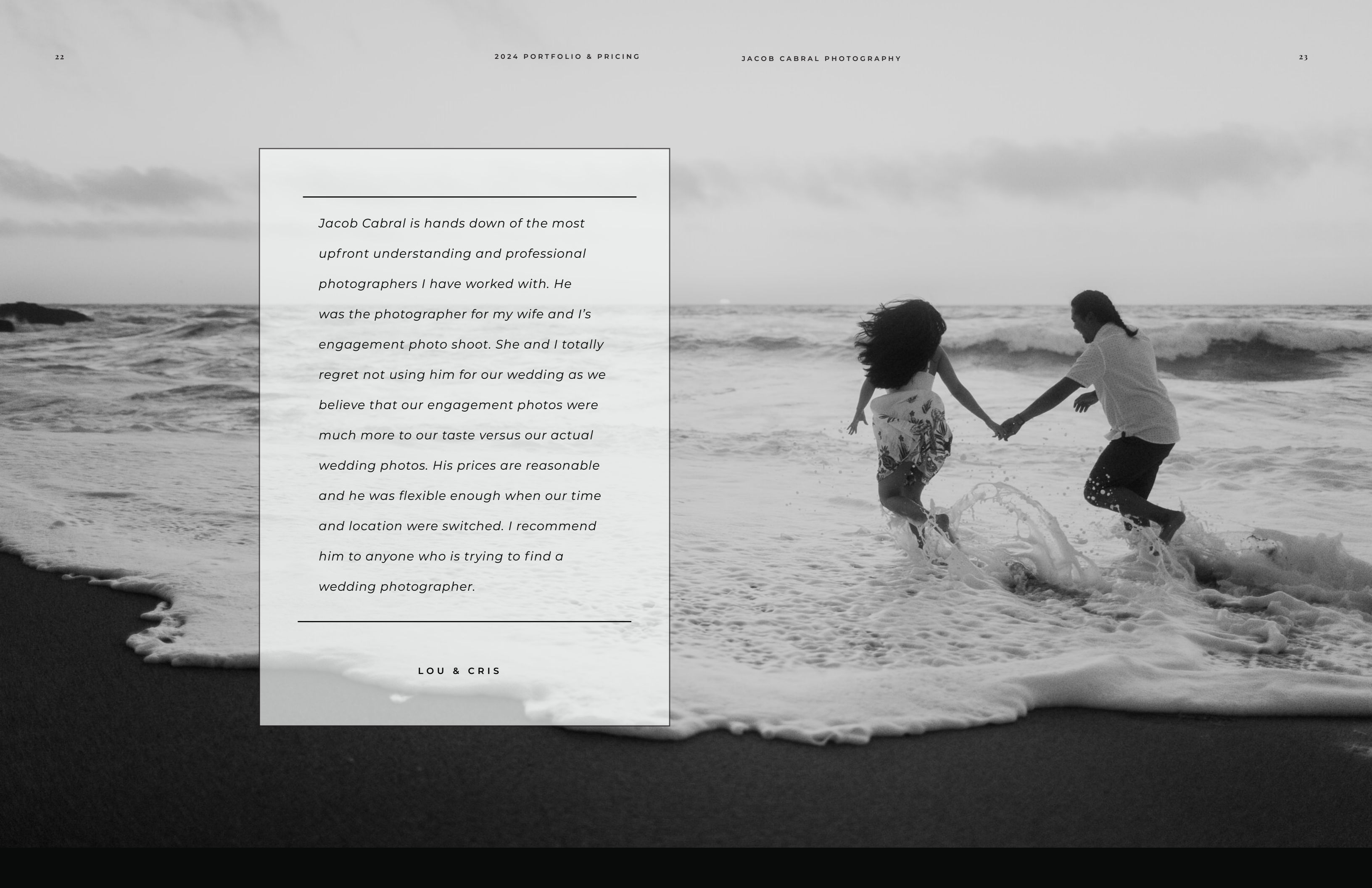


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*Jacob Cabral is hands down of the most upfront understanding and professional photographers I have worked with. He was the photographer for my wife and I's engagement photo shoot. She and I totally regret not using him for our wedding as we believe that our engagement photos were much more to our taste versus our actual wedding photos. His prices are reasonable and he was flexible enough when our time and location were switched. I recommend him to anyone who is trying to find a wedding photographer.*

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LOU & CRIS







No. 08

FAQ

**HOW DO I BOOK?**

Please email, DM, or call me. For a more clear guide, please refer to page 28 in this guide.

**ARE THERE ANY REQUIREMENTS BEFORE BOOKING WITH YOU?**

Before booking a date with me, we set up an in-person consultation to make sure we are a great match, let's get some coffee/tea and some brunch or just hang out!

**DO YOU REQUIRE A RETAINER DEPOSIT?**

Yes, in order to save the date, I require a 30% retainer non- refundable deposit.

**WHAT PAYMENT METHODS DO YOU ACCEPT?**

I accept Zelle (Preferred) credit card, Paypal, checks and cash.

Credit card is accepted through the invoice that I will send right before booking.

Note that credit card and Paypal are subject to a 4% fee.

**DO YOU OFFER ANY DISCOUNTS?**

YES! \$100 off if you were referred by a previous client who has booked with me in the past!



**WE'RE AWKWARD AND DON'T KNOW HOW TO POSE, CAN YOU DIRECT US?**

YES!! One of my favorite parts of being a photographer.

**WHAT IS THE TURNAROUND FOR PHOTOS?**

For engagement shoots, it usually takes about **2 weeks**.

For city hall or elopement photos, it takes about **1-2 months**

For wedding photos it takes about **2-3 months**.

**DO WE NEED A SECOND SHOOTER?**

For anything that is not a small wedding, yes! Second shooters are essential to making the day go smoothly for both myself and my couples.

**DO YOU USE FLASH?**

If lighting is unsubstantial, yes! I will not use flash if I do not have to. In most cases, if the reception is indoors, I will have my lighting setup.

**WHAT EQUIPEMENT DO YOU USE?**

I primarily shoot with two Canon bodies. The lens that I attach are solely based on the setting I am put in.

**DO YOU SHOOT FILM FOR WEDDINGS?**

Though I love shooting film in my spare time, I do not shoot film for weddings... yet :)

**HOW WOULD YOU DESCRIBE YOUR STYLE OF SHOOTING?**

I try to go for a documentary style to really capture the mood of the day. I edit to make it look almost film-like, that way the colors are more true to what was happening that day.

**CAN I GET THE RAW PHOTOS?**

Unfortunately I do not give out RAWs. Like any artist, I only want to show the best of the best.

**DO YOU SHOOT VIDEO AS WELL?**

I do not, but I do have recommendations on my trusted vendor list

**ARE ONLY AVAILABLE IN NORTHERN CALIFORNIA?**

NO! I am a sucker for traveling. Please contact me if you would like to have me on a destination wedding

**DO YOU SHOOT OTHER BIG EVENTS SUCH AS DEBUT/COTILLIONS OR QUINCE'S ?**

Yes! I have done so prior to focusing on wedding photography, please contact me for more information.

**CAN I STILL BUY AN ALBUM EVENTHOUGH WE ALREADY HAD OUR WEDDING?**

YES! Contact me.

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*"...Jacob not only supported by taking amazing photos at each stage of the day, but he also helped us best plan out the day with logistics of making sure that taking all these photos would be as smooth as possible. He was able to lead and direct large groups of people respectfully and efficiently during group photos which we all appreciated. He made taking photos feel so natural and comfortable for the both of us who don't typically feel comfortable being in front of the camera..."*

LEANNE & JOE

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## The Booking Process

SO, READY TO SWIPE RIGHT?

### STEP 1.

If you feel like it's a great match, I would really like to sit down with you both!! This ensures that I am a good choice for your wedding. Additionally, being comfortable with each other is a big factor in working together! Busy or far away? No prob, after sheltering in place for so long, I am quite used to FaceTime, Zoom, etc.. :D

### STEP 2

If you are 100% with your choice of having me as your photographer, I will go ahead and send over a contract and invoice for the retainer- **The 30% non-refundable retainer is to lock in that date and the final 70% is due within two weeks before the wedding.**

### STEP 3

Once we get over the daunting business parts, it's time to move on to PAR-TAY! We'll be talking about the visions and dates for the engagement session (if you booked) and about a month before the wedding we'll set up one more meeting to go over your wedding schedule!

No.

# 09







# THANK YOU KINDLY

You rock.

I really (x100) appreciate you for contacting me! I am 100% aware that I am just one of the few photographers that you are contacting and looking into, so thank you for taking the time to reach out and even consider me.

I hope to have a chance to meet you! If you have any questions, feel free to email, dm, text, ect.

Best,  
Jacob Cabral

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