



WEDDING & ENGAGEMENT PHOTOGRAPHER

# WEDDING GUIDE



20  
25

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# TABLE of CONTENTS




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pg. 05  
Welcome

pg. 09  
Shooting Philosophy

pg. 12  
Booking Process

pg. 18  
Packages & Pricing

pg. 23  
Wedding Albums

pg. 25  
Engagement Sessions

pg. 31  
City Hall Ceremonies

pg. 37  
Trusted Vendors List

pg. 43  
FAQs



No.

# 01

WELCOME

Hey there! I was going to make this section super elegant and formal, but honestly, that's just not my style. I'm more of a laid-back, straightforward person who believes in keeping things real. And, let's be honest, we attract the kind of people we vibe with, so if you're reading this, we're probably on the same wavelength!

I could just copy and paste my "About Me" from my website, but where's the fun in that!? So, here's a quick rundown: I'm a former music teacher turned full-time photographer with a love for travel, family, and creativity. Bringing a unique, artistic perspective to your wedding day is what truly fulfills me- I am ALL about capturing those raw, real moments that show the heart of your story.

At the end of the day, I want to work with couples who connect with my relaxed, creative energy—because that's when the magic really happens.

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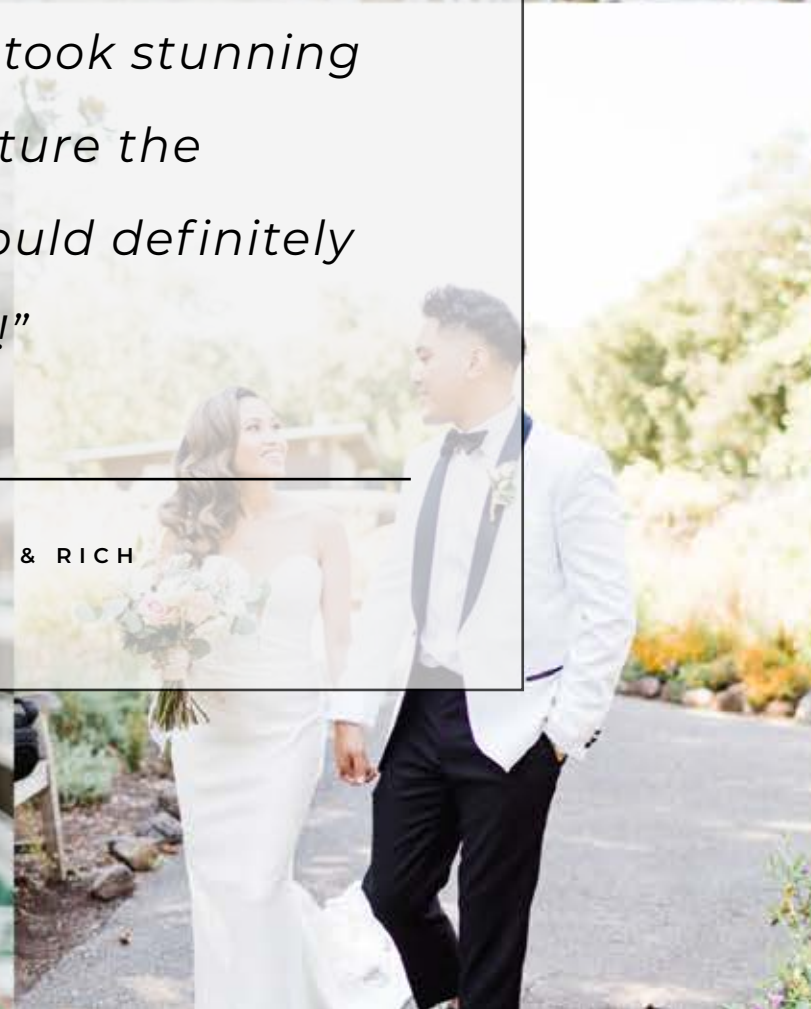
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Caption for image will go right here - photo 05

*“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



## SHOOTING PHILOSOPHY

I don't like to think that I'm "working" with others—it feels *way* too corporate. Instead, **I believe in collaborating with my couples** because, at the end of the day, it's YOUR big day, and you deserve nothing less than the absolute best. This approach makes the entire photographer-client experience unique and personal. Every photographer has their own style, and mine is all about making sure **the experience is easygoing and memorable** for you.

I'm also a firm believer that every couple is magazine-worthy—no matter your color, size, gender, or anything else. That

"awkwardness" people warn you about? It disappears the second you're with your partner. And when I'm not shooting portraits, **I'm always on the lookout for those candid, in-between moments**—the ones you didn't even realize were happening.

The best photos come from simply being comfortable with your significant other. It's incredible what I get to witness and capture when collaborating with my couples.

For me, capturing the moment is just a beautiful perk of what I do.

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## 02



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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

SIMPLE & EASY, AS IT SHOULD BE!

## STEP 1- PROPOSAL

Following our consultation, **I will send a proposal based on my recommendations** for your wedding day.

## STEP 2- YOU SAID "YES!"

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- ENGAGEMENT SESSION & FINAL MEETING

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!**

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**03**





*"...Throughout the day, he worked quickly and got all of the major shots we requested, including group formal photos with all our guests after the ceremony. Taking the bridal party photos can be long and tiresome process for the group, but Jacob made the entire bridal party feel comfortable, and everyone had a great time..."*

CAMILLE & RODERICK

### CATHOLIC WEDDING TIMELINE SAMPLE

**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

**6:00PM-11PM** RECEPTION (USUALLY I STAY 30 MINUTES TO ONE HOUR AFTER THE DANCE FLOOR OPENS)

### COMMON WEDDING TIMELINE SAMPLE

**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 30 MINUTES TO ONE HOUR AFTER DANCE FLOOR OPENS)



INVESTMENT - PHOTO

INTIMATE WEDDING PACKAGE

- Recommended for weddings between 25-60 guest
- One photographer
- 8-hours of coverage
- 72-hour sneak peeks
- Online gallery of edits
- Printing & sharing Rights

\$3,500

SILVER WEDDING PACKAGE

- Recommended for weddings between 50-100 guests.
- Two photographers
- Up to 8 hours of coverage
- 72-hour sneak peeks
- 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
- 72-hour sneak peeks
- 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
- 72-hour sneak peeks
- 10x10, 10-spread Wedding Album (\$900 value)
- Online gallery of edits
- Printing & Sharing Rights

\$6,000

INVESTMENT - PHOTO + VIDEO PACKAGES

INTIMATE MEDIA PACKAGE

- Recommended for weddings between 25-60 guest (i.e backyard weddings)
- One photographer + One Videographer
- 8-hours of coverage
- 72-hour sneak peeks
- Online gallery of edits
- Printing & sharing Rights
- 3-5 Miunte video highlight

\$5000

SILVER MEDIA PACKAGE

- Recommended for weddings between 50-100 guest
- Two photographers + Two Videographers
- 8-hours of coverage
- 72-hour sneak peeks
- Online gallery of edits
- Printing & sharing Rights
- 3-5 Miunte video highlight

\$6,500

GOLD MEDIA PACKAGE

- Recommended for weddings between 100-180 guests.
- Two photographers + Two Videographers
- Up to 10-hour of coverage
- 72-hour sneak peeks
- Online gallery of edits
- Printing & sharing Rights
- 3-5 minute video highlight

\$7,800

PLATINUM MEDIA PACKAGE

- Recommended for weddings between 130-230 guest.
- Complimentary Engagement Session (\$500 value)
- Two photographers + Two videographers
- Up to 10-hour of coverage
- 10x10, 10-spread Wedding Album (\$900 value)
- Online gallery of edits
- Printing & Sharing Rights
- 30 second trailer for social media
- 3-5 minute highlight vd
- Full ceremony, speeches, toast and dances deliverables

\$9,000

No. 04

ADD - ONS

ADDITIONAL HOURS

\$500/Hr

ENGAGEMENT SESSION (MORE INFO ON PAGE 19)

\$500 Hour Session

PRINTS

Available after gallery delivery

TRAVEL FEES

Travel fees within the following San Francisco Bay Area counties are covered:

San Francisco, San Mateo, Alameda, Santa Clara, Contra Costa, and Marin counties.

OUTSIDE OF BAY AREA COUNTIES

Flat Rate-  
\$150 or hotel accomodation

10-SPREAD WEDDING ALBUM (10X10)

\$900

VIDEOGRAPHY DELIVERABLES (CEREMONY, TOAST, DANCES)

\$800

PHOTOBOOTH 4 HOURS (PICTURE THIS FOR FUN PHOTOBOOTH)

\$1000

DESTINATION WEDDING

Travel and accomodation shall be provided by client.





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05

## Why You Should Invest in a Wedding Album

Growing up, one of my favorite things was flipping through my parents' wedding album. Seeing their love captured in those timeless photos, even decades later, reminds me how important it is to preserve such an unforgettable day. Your wedding day is one of the most special moments in your life, and while digital photos are convenient, they often get lost on your phone or tucked away in a folder you rarely open.

With a wedding album, you have a tangible piece of your story. Imagine being able to pull out a beautifully crafted book, sitting with your loved ones, and reliving each moment. Photos feel different when they're printed—each page offers a new layer of emotion and meaning that you simply don't get with a screen.

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### WHAT TO EXPECT WHEN ORDERING AN ALBUM

I offer a **10x10 linen-covered album**, with thick, high-quality pages that feel almost like cardboard, making each page turn a special moment in itself. After I deliver your final gallery, you can favorite your **top 100-150 photos** from the online gallery. I'll lay out your selections into a stunning, custom design. We'll go through drafts together to make sure everything looks perfect, and once you're happy, I order the album from a high-end European manufacturer. This process ensures that your album is truly unique to your story.

Having your wedding photos printed and bound in a beautiful album means you'll always have your memories close, ready to share with friends and family. It's more than an album—it's a keepsake of one of the happiest days of your life!

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### 10X10, 10-SPREAD WEDDING ALBUM INVESTMENT

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

**\$900**

*Additional spreads- \$30/spread*



**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!

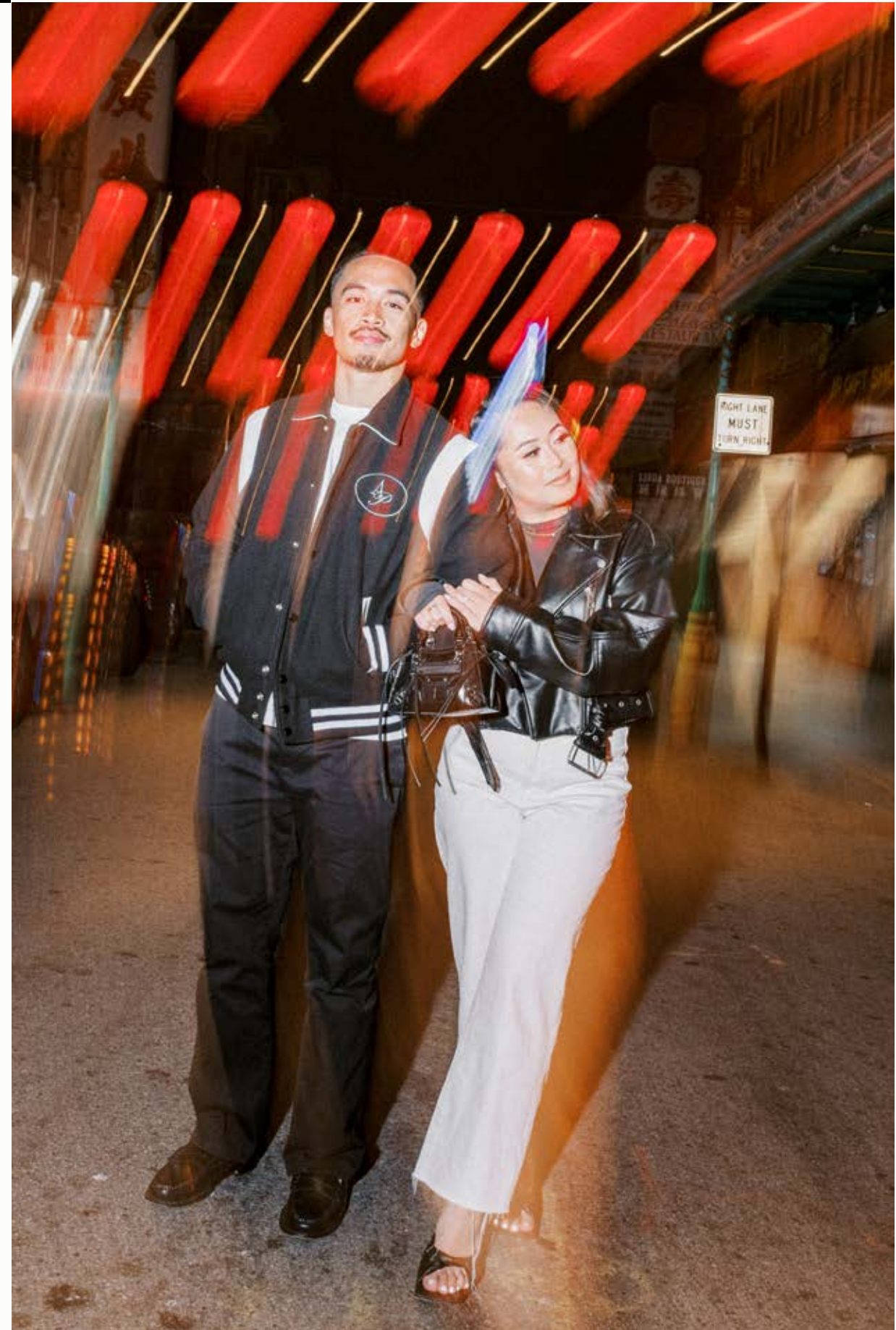
Throughout the session, it's really relaxed. My goal here is to get to know both of you further and for you to get comfortable with me and my shooting style + direction. Though I can with help posing, it's the moments and interactions in-between the poses that I actually look out for! If you book a wedding 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

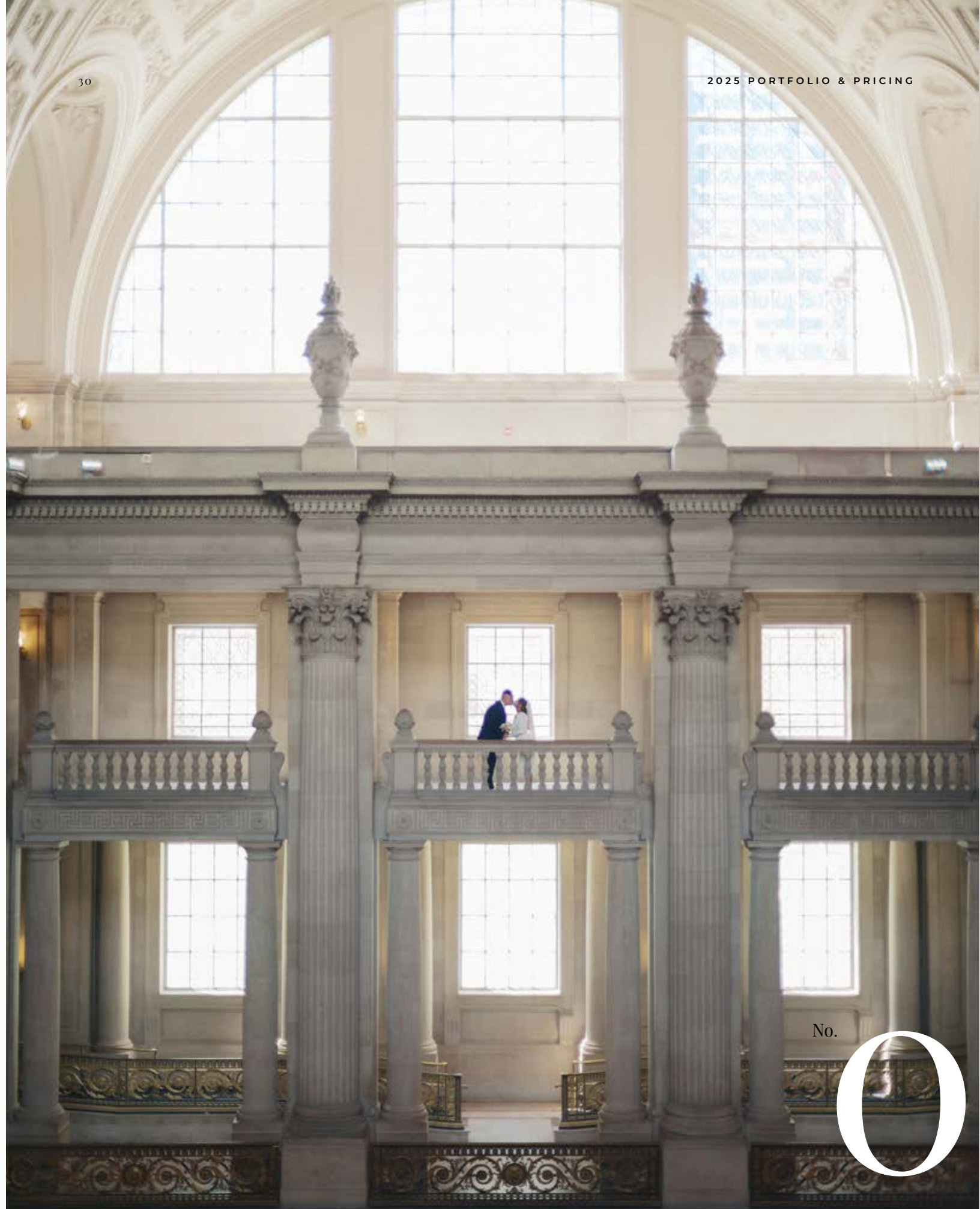
**\$500**



*From the beginning of the engagement shoot to wedding prep to the big day to getting the photos back to the end, Jacob was lovely to work with. He took the time to understand our needs in detail and made the whole process feel very streamlined.*

**LISA & JUSTIN**





No. 07

**SAN FRANCISCO CITY HALL CEREMONIES**

San Francisco City Hall is an iconic and beautiful place to get married, known for its marble interior and grand staircase. I love working there and aim to make your City Hall ceremony a seamless and enjoyable experience! Expect about two hours from start to finish—one hour for waiting, signing, and the ceremony, followed by an hour of formal photos. The downtime is perfect for us to connect and take candid shots. For fewer crowds, I recommend booking early on any day except Friday! My usual turnaround time for photos is about one month.

**CIVIL MARRIAGE PACKAGE**

- For standard city hall marriages
- One photographer
- 2-hours of coverage
- 72-hour sneak peeks
- Online gallery of edits
- Printing & sharing Rights

**\$900**

**MAYOR'S BALCONY PACKAGE**

- Mayors Balcony ceremonies
- One photographer
- 2-hours of coverage
- 72-hour sneak peeks
- Online gallery of edits
- Printing & sharing Rights

**\$1000**

**FOURTH FLOOR PACKAGE**

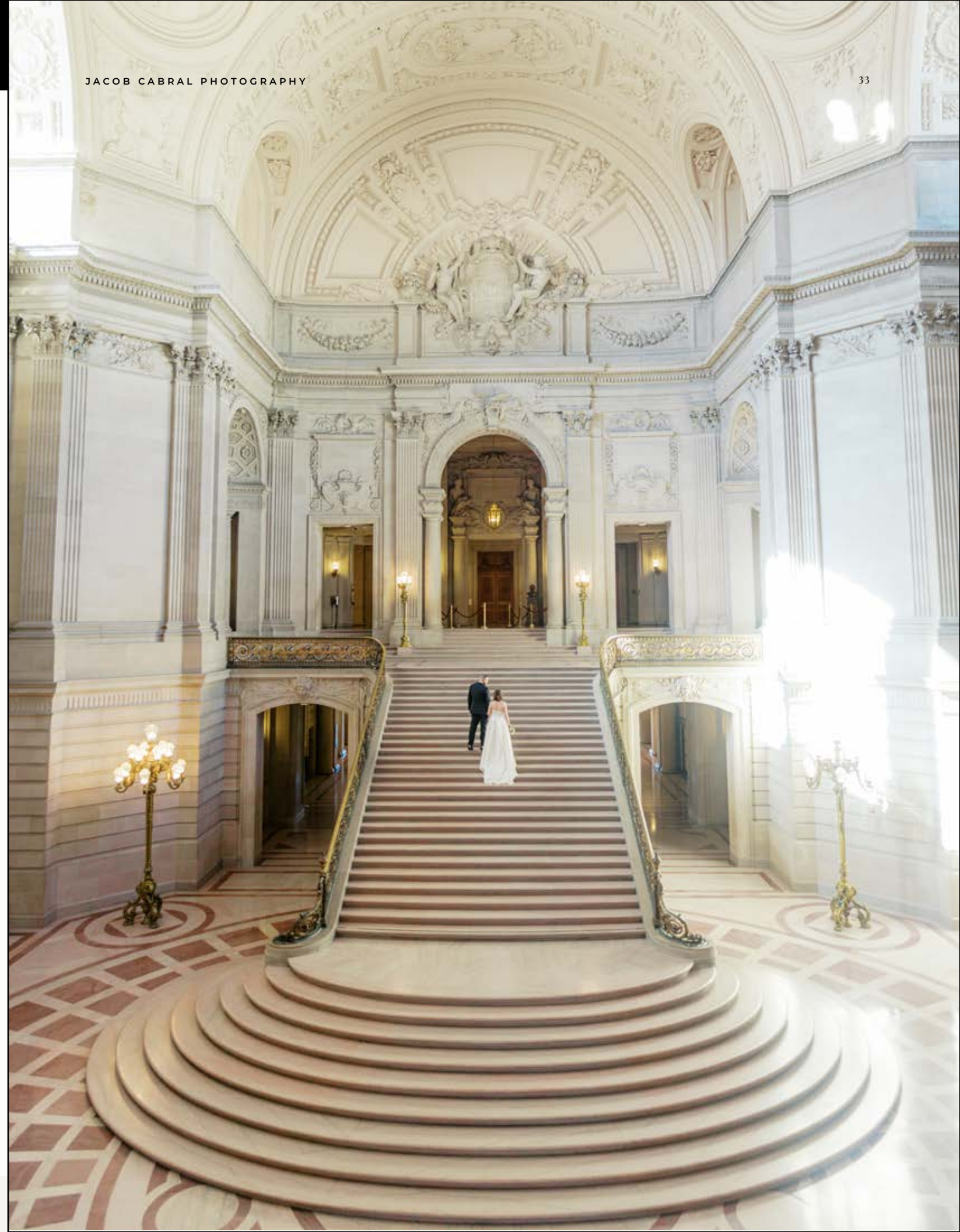
- Fourth floor ceremonies
- One photographer
- 2-hours of coverage
- 72-hour sneak peeks
- Online gallery of edits
- Printing & sharing Rights

**\$ 1100**

**CITY HALL FULL MEDIA PACKAGE**

- One photographers + One videographers
- Up to 2-hours of coverage
- 72-hour sneak peeks
- Online gallery of edits
- Printing & sharing Rights
- 3-5 minute video highlight

**\$1,800**



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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. I recommend him to anyone who is trying to find a wedding photographer.*

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LOU & CRIS



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## TRUSTED VENDORS (UPDATED '24)

**COORDINATORS/  
PLANNING**

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

**CAITLIN MACDONALD**  
CAITLINMCDONALDEVENTS.COM

**VIDEOGRAPHERS**

**JKAPTURE STUDIOS**  
JKAPTURE.COM

**FYLM MEDIA**  
FYLMMEDIA.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**  
THECROWDAMPLIFIER.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



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*"It's really easy to see that Jacob enjoys what he does. Come wedding day, he arrived promptly and got to work right away. After a couple weeks, Jacob sent us a sneak peak of some of the photos. We just got our full digital gallery back from him and we are SO HAPPY with the results. The family and friends we've shared the photos with already love them too and complimented how much they liked*

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AMANDA & TYLER





No.

# 09

## 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?**

Yes, we have a full photo and video team!

**ARE ONLY AVAILABLE IN NORTHERN CALIFORNIA?**

NO! I have done several destination weddings :)

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

Yes! I have done so prior to focusing on wedding photography.

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

YES! I always advocate for wedding albums because they really bring more value to your big day- Imagine being able to to easily relive one of the most memorable days of your life.

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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!"*

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VAIOLA & HECTOR



# 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.

If you have any questions, feel free to email, dm, text, ect.

Best,  
Jacob Cabral



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