



WEDDINGS



KATIE RICARD PHOTOGRAPHY LLC
Client Guide




ABOUT ME

HI, I'M KATIE!

aka your newest superfan

I have wanted to be a photographer ever since I got my first camera in middle school. I've come a long way from macro flowers and pictures of the family dog (or maybe not...?) and have graduated to couples in love (with lots of stops along the way). I honestly have no idea what I would do with my life if it wasn't this... I freakin LOVE wedding photography. I feel so lucky that it's my job to hang out with people on one of the happiest days of their life.

Here's the quick rundown on my life thus far: I grew up in Ohio, graduated from Columbia College Chicago in 2012 (for photography!) and met my now husband that same year. I moved to Madison in 2014 where my husband was living and haven't looked back. We bought a house, got a puppy, and then got married in that order. And now I'm just over here living my dream life (don't hate me).



KATIE WAS OUTSTANDING TO WORK WITH--WE'RE SO GLAD WE CHOSE HER AS OUR PHOTOGRAPHER... WE WERE OVERWHELMED BY HOW MANY AMAZING PHOTOS WE GOT, AND FRIENDS AND FAMILY CAN'T STOP COMMENTING ABOUT HOW GREAT THE PHOTOGRAPHY WAS. THE PORTRAITS AND DETAIL SHOTS WERE AMAZING, BUT THE CANDID SHOTS WERE OUR FAVORITES. I THINK THAT'S THE MOST IMPORTANT--ANYONE WITH SOME BASIC SKILL CAN GET THE PORTRAITS, BUT IT'S REALLY SPECIAL TO HAVE A PHOTOGRAPHER WHO WAS ABLE TO GET ALL THOSE SPECIAL NON-POSED MOMENTS (NOT JUST OF US, BUT OF OUR GUESTS TOO). LOOKING AT THE PHOTOS IS REALLY LIKE RELIVING THE DAY.

Avi + Jeff

MY APPROACH

IS CANDID

My goal is for you to look back at your photos and remember what the day felt like, not just what it looked like.

IS PERSONAL

I don't want anything to feel fake or forced when I'm around. I always aim to put you at ease and help you to feel like you can be yourself in front of my camera. Know that I am there for you on your big day cheering you on as a friend rather than just a client.

IS TIMELESS

My editing style is true to life, and I'm not going to make you do any goofy poses that you'll look back on and say what were we thinking?! You'll look back and think wow what a perfect day.

THE BOOKING PROCESS



SAY HI!

Step 1 down! You've reached out and now you're trying to figure out if we're a good fit. This is the time to ask any questions either via email, or set up a time to chat over Facetime or Zoom!

SIGN THE CONTRACT

If you've decided we're a match made in heaven (WOOHOO) then I'll send along the contract for you to look over and ask any questions/sign.

PAY THE RETAINER FEE

Upon signing the contract, it's a 50% retainer fee to officially book your date with the second half due on/by the wedding date. Ask me about splitting those payments up into 3 or 4 smaller chunks though, I'm flexible!

COLLECTION 1

\$3600

6 hours continuous day wedding coverage
Custom Online Gallery
Unlimited Downloads
Print Release
Complimentary Engagement Session

COLLECTION 2

\$4800

8 hours continuous day wedding coverage
Custom Online Gallery
Unlimited Downloads
Print Release
Complimentary Engagement Session

COLLECTION 3

\$6000

10 hours continuous day wedding coverage
Custom Online Gallery
Unlimited Downloads
Print Release
Complimentary Engagement Session

ADD-ONS



Second photographer: \$600

Additional Hours: \$600/hr

Custom USB: \$100

8x8 wedding album: \$790

10x10 wedding album: \$860

*All albums include 20 pages and base
leather/linen cover options



"OKAY PEOPLE! NOT ONLY DID I GET THE BEST DAY OF MY LIFE CAPTURED ABSOLUTELY BEAUTIFULLY, BUT I FOUND A PHOTOGRAPHER THAT I WANT TO GO TO FOR ALL FUTURE PHOTOGRAPHIC OCCASIONS! KATIE MADE SURE OUR DAY WAS REMEMBERED FOR ALL ITS BEAUTY. HOW CAN I NOT LOVE WHAT SHE'S DONE, OUR PHOTOS ARE BREATHTAKING. NOT TO MENTION, SHE FEELS LIKE A FRIEND! WE CAN'T THANK YOU ENOUGH KATIE FOR ALL YOU'VE DONE, YOUR PROFESSIONALISM IS OUTSTANDING, AND WE CAN TELL YOU HAVE A BIG HEART."

Danielle + Drew





FAQ

Q: HOW MANY HOURS DO I NEED?

A: Generally speaking, if you are having your ceremony and reception in separate locations and want getting ready coverage through at least an hour of dance floor coverage, 10 hours will likely be your best bet. If you are doing everything in the same location, most weddings will fit into an 8 hour day with a few hours of getting ready photos through about an hour of dancing. If you are having a more intimate day, doing everything in one location and don't need lots of getting ready and/or dance floor photos, then 6 hours might be the best for you! The majority of weddings I photograph can fit within an 8 hour day, but every day is different, so let's chat about it! You can always add more hours once your timeline is finalized as well.

Q: HOW MANY WEDDINGS DO YOU TAKE PER YEAR?

A: Each year this changes, but this year I'm aiming for around 20. I've found when I stay around this number, I'm still able to keep a good work/life balance and not feel burnt out by the time wedding season comes to an end!

Q: HOW LONG HAVE YOU BEEN A PHOTOGRAPHER?

A: I started taking senior portraits when I was a freshman in high school, shot my first wedding when I was 18 (14 years ago whaaaaat), and truly started shooting weddings full time in 2012.

Q: HOW MANY IMAGES DO YOU INCLUDE?

A: Each wedding day varies in how many images are delivered, but I promise I'll always include plenty of images of everything I capture. A good rule of thumb is that you get about 100 images per hour that I'm shooting. These are your memories, I promise to capture them fully and give you more than enough images to remember this time in your lives.

Q: WHAT IS YOUR TURNAROUND TIME?

A: The turnaround depends on how much I shoot, how busy I am, my travel schedule, and the holidays. Typically, for sessions it takes 2 weeks or less and weddings take 6 weeks or less. I try to get them back to you as soon as possible while making sure I give time to each and every image needs.

Q: HOW DO TRAVEL FEES WORK?

A: I only charge a travel fee if I have to travel over 100 miles outside of Madison. At that point, it's \$.50/mile to cover gas, and depending on how long of a drive it is, I'll have you guys cover overnight accommodations for 1-2 nights. If I need to travel by plane, then I only charge for whatever I need to pay for transportation and accommodations (this includes flight, hotel/airbnb, and rental car if necessary). To make it easiest on all of us, I will book these things and add it to your invoice (know that I always look for the best deal! I'm not trying to make a vacation out of your wedding haha! If I know someone in the city I will always try and stay with them, and I only rent a car if I have to, so if you have someone who wants to drive me around, I'm down for that too!)

Q: WHAT IF WE DON'T WANT AN ENGAGEMENT SESSION?

A: I promise I don't want to make you do anything you aren't comfortable with, but I always highly recommend taking advantage of the engagement session if you are able since it is totally complimentary and won't affect the cost of your collection. The engagement session is a great time for me to get to know you better as a couple and for you to see how I work and get some practice in front of my camera! Plus having some nice photos in a more casual setting than the wedding day is awesome (I totally have more of our engagement photos on our walls than wedding photos if I'm being honest!)

Q: WHAT HAPPENS IF YOU CAN'T MAKE IT TO OUR WEDDING?

A: Heaven forbid this happens, as it would only happen if it were out of my control (act of god, illness, death, etc) but in this case I would do my best to secure an associate photographer to take my place that I trust with a similar style. If a replacement cannot be agreed upon and I can't make it to your wedding your money will be refunded. (this is probably the most asked question and totally the hardest to answer hah, I will be there unless I'm dead or dying!)

Q: DO YOU HELP IN THE PLANNING PROCESS?

A: Absolutely! I've shot tons of weddings (and am married myself!) so I know the industry pretty well! Let me know what you need help with, if you need recommendations, and if there's anything I can do to make the process easier for you!

Q: HAVE YOU SHOT AT MY VENUE BEFORE?

A: I have shot at lots of different venues over the years, so there is a good chance that I have. However, if I have not, I always plan to get to the venue early on the day of to scout out the best photography locations. I also do extensive online research prior to your big day! Shooting in new venues is honestly one of my favorite things!

FULL WEDDINGS

SOPHIE + ANDY: MADISON CLUB MICRO WEDDING

CHRIS + JAKE: DOOR COUNTY WEDDING

MELISSA + JOHN: FARMIN BETTY'S WEDDING

EMILY + GRAHAM: THE LAGERET WEDDING

AVI + JEFF: ELMHURST ART MUSEUM WEDDING



MORE
CLIENT REVIEWS



YOU MADE IT TO THE END!

THANK YOU *so much*



next steps

Ask me anything!
Let me know if you want to schedule a time to facetime/zoom
If you're ready to book, shoot me a note and I'll send along the contract!

Stalk me here
(I have a facebook page also,
but I'm actually the worst at updating it)



@KATIERICARD