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## MEET CHUCK HOCKER

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*My name is Chuck Hocker. I love music, wine, traveling the world and taking pictures of modern couples with flair. I have traveled to 18 countries; fell in love with Italy and Greece along the way, and during my travels I have come to realize that I am lucky enough to live in one of the most beautiful places in the world. That doesn't mean I have stopped traveling. I like to think I am a resident of the world and whether I am traveling somewhere for a vacation or to shoot a wedding I get excited for each adventure.*

*I was born and raised on Vancouver Island, minus a stay on the mainland to attend The Vancouver Film School. This is where I developed my eye for taking pictures of people and lighting. I am romantic and passionate about life and I like to think it is reflected in all the photos I take - both personal and professional.*

*Since 2006 I have shot over 150 weddings, and I am amazed at how it never gets repetitive. I always enjoy forming new relationships with new couples that last beyond the wedding day. Despite my relaxed approach and personality, I am not traditional, and yes I will show you what to do so you look stunning and natural. I will capture the ceremony and reception as quietly as possible -- you won't even notice I am there. After you've said, "I do" and sealed it with a kiss we get to have fun creating romantic moments between the two of you that will get captured forever. These memories will not only become a part of your legacy, but also show your family and friends how unique you truly are.*

*Thanks again for connecting with me. I really look forward to getting to know you.*

## FAVORITES:

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*food: italien | store: b&h photo | sport: soccer | board game: dominion  
drink: grapefruit IPA's | music: dave matthews band | movie: la la land  
color: navy blue | photographer: susan stripping | lens: 70 - 200 mm f/2.8  
ice cream: häagen-dazs vanilla swiss almond | vacation spot: hawaii*





# CHOOSING THE RIGHT PHOTOGRAPHER



*Your wedding day is quickly approaching, and all of the details are starting to fall into place. You might be feeling overwhelmed, but I am here to help!*

*One of the most important decisions you can make is deciding on a photographer for the big day. With so many options out there, I am honored that you have considered me to document your wedding.*

*I have spent years finding the perfect locations, mastering candid poses, and lighting techniques for any weather or location that show off my clients naturally and beautifully. I've put hours and hours into creating a collection of wedding planning tips that will make your pictures fun and stunning.*

*Snapping a photo is easy, but directing a client and leading them confidently throughout their shoot is something entirely different. Knowing when to blend in to capture intimate moments or jump in to direct that magazine cover moment is what I strive to do with every wedding.*

*I work with each of my couples individually to plan their wedding day so they will be proud to show it off YEARS after I am finished photographing it! Instead of following trends, I have worked hard to create a style that is modern, bold, vivid and timeless.*

*My goal is to be there every step of the way as I capture your story. From the initial consultation to handing over the final, printed pieces from your wedding or engagement session, I will guide you through an experience that is memorable for years to come.*

*Congratulations on this exciting time of your life!*



A couple is sitting on a grassy hill in a forest. The woman is wearing a light-colored cardigan and dark pants, and the man is wearing a plaid shirt. They are both looking towards the right. The background is filled with tall, dark evergreen trees. The lighting is warm and golden, suggesting late afternoon or early morning. The text is overlaid on the left side of the image.

“THE ENGAGEMENT PICTURES  
TURNED OUT UNBELIEVABLE SO OF  
COURSE WE HAD TO HAVE HIM  
PHOTOGRAPH OUR WEDDING”

*-Annie + Steve*



# ALL BOOKINGS INCLUDE:

*option to customize with all à la carte items*  
*photographer's assistant | download of websized watermarked proofs*  
*minimum of 10 hours of editing for full day coverage*  
*pre-wedding consultation | 4 part planning questionnaires*  
*wedding day itinerary planning | family portrait planning*  
*online gallery to share and order professional prints*

# PACKAGING BONUS:

*Customize any package to fit your wedding. Receive 10% off of all items added to any package at the time of booking or within 30 days after. Does not include any applicable travel fees.*

## FULL DAY COVERAGE

### THE LEGACY: \$6,495

*14 hours coverage | 2 photographers | wedding slideshow with vows*  
*pick three 120 min sessions (engagement, bachelor party, bachelorette party, rehearsal dinner, post-wedding, trash the dress, 1 year anniversary, maternity or photo booth)*  
*any 10x10 fifty page luxe wedding album*  
*bonus 20 page album addition displaying images from other sessions*

### THE MONUMENT: \$4,995

*12 hours coverage | evening session or night shots*  
*120 min. engagement session with 8x8 luxe guest book*  
*10x10 fifty page luxe wedding album*

### THE HEIRLOOM: \$3,995

*12 hours coverage | evening session or night shots*  
*8x8 fifty page luxe wedding album*

### THE KEEPSAKE: \$3,295

*10 hours coverage | 90 min. engagement session*

### THE ESSENTIAL: \$2,495

*8 hours coverage*  
  
*add any service or product to any package to fit your wedding*

## HALF DAY COVERAGE

### THE MAIN EVENT: \$1,395

*3 hours coverage*  
*\*not available on Saturdays July & August*

### THE ELOPEMENT: \$375/hr

*minimum 2 hours of elopement coverage w/o assistant*  
*\*not available on Saturdays June - September*

## À LA CARTE SERVICES

*additional coverage \$275 / hr | include second shooter \$445*  
*90 min. engagement session \$395 | 120 min. engagement session 2 locations \$495*  
*trash the dress session or post wedding session \$495*  
*photo booth w/ digital files for guests \$695 | add onsite printing \$495*

## TRAVEL

*victoria to campbell river - no fee | gulf islands \$75-\$175*  
*tofino / ucluelet \$250 | greater vancouver & lower mainland \$350*  
*other bc locations \$750 | outside bc within canada \$1500*





# SHARING AND VIEWING YOUR IMAGES

## LUXE GUEST BOOK

*8x8 layflat guest book - \$445*  
*10x10 layflat guest book - \$545*  
*12x12 layflat guest book - \$645*

*24 pages displaying your engagement session with space for guests to write personalized messages to you.*

## LUXE WEDDING ALBUMS

*8x8 layflat album - \$695*  
*10x10 layflat album - \$795*  
*12x12 layflat album - \$895*

*50 pages with your choice various linens, eco-leather covers, leather (add \$50) or photo wrap (add \$75).*

## LUSTRE WALL PRINTS

*4x6 - \$4*  
*5x7 - \$6*  
*8x10 - \$25*  
*8x12 - \$25*  
*11x14 - \$32*  
*12x18 - \$35*  
*16x24 - \$65*  
*20x30 - \$75*  
*24x36 - \$115*

## CANVAS MOUNTED ART

*12x18 - \$215*  
*16x24 - \$275*  
*20x30 - \$315*  
*24x36 - \$375*  
*16x16 - \$215*  
*20x20 - \$270*  
*30x30 - \$355*  
*10x30 - \$255*  
*15x45 - \$315*

## DIGITAL COLLECTIONS

*individual files - \$15 each*  
  
*lifestyle digital collection*  
*all e-session or post wedding session files*  
*- \$195*  
  
*wedding digital collection*  
*all edited wedding files*  
*- \$595*

## WHAT FILES ARE INCLUDED?

ALL WEDDING COLLECTIONS INCLUDE WEB-SIZED WATERMARKED PROOFS.  
PROFESSIONAL PRINTS CAN BE ORDERED THROUGH THE ONLINE GALLERY.

## WANT TO PRINT YOUR OWN IMAGES?

A DIGITAL COLLECTION OF ALL THE FULL RESOLUTION UNWATERMAKED FILES CAN BE PURCHASED BEFORE OR AFTER THE WEDDING.



# SIT BACK, RELAX, & LET ME TAKE CARE OF THE REST.

*what to expect:*

## PERSONALIZATION

*I will create 4 different planning questionnaires that we will complete in the months leading up to your wedding. These will help me plan and personalize your photos and make sure your day runs smoothly from a photography perspective.*

*I am kind of like an extra wedding coordinator.*

## LOCATION & WEATHER

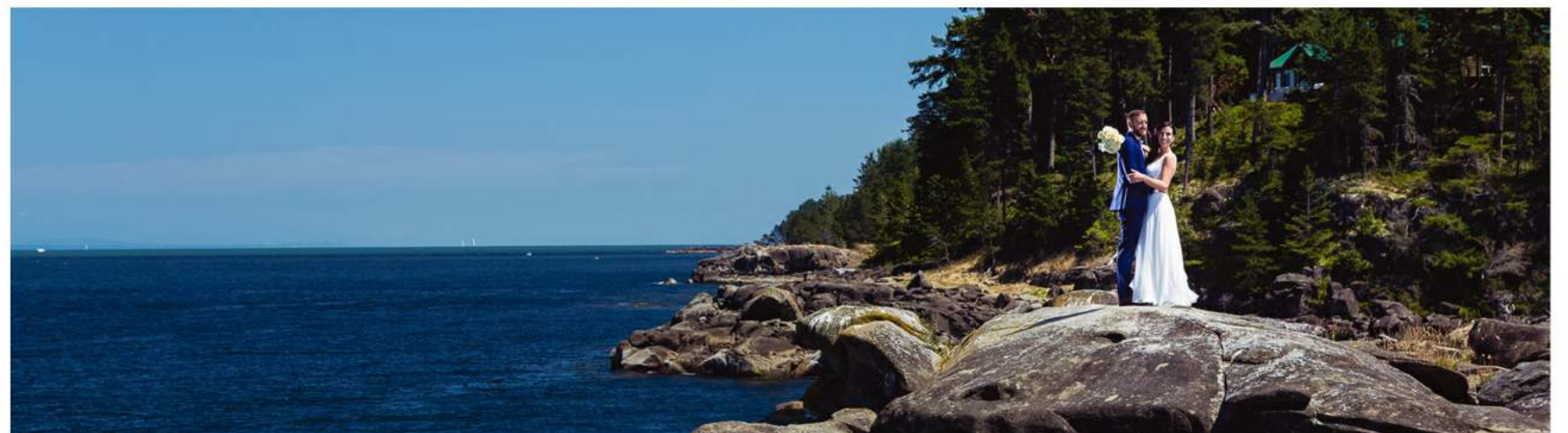
*Low light, indoors, full sun, overcast, rain, snow, huge bright space, small dark place, I am equipped, experienced and prepared with the right equipment to shoot in any condition or location.*

## PLANNING TIPS

*I will send you tips along the way to help with things like how to prepare your getting ready room, wedding party and family for photos. This will ease your mind on the day of and ensure you can just sit back, relax and let me create stunning imagery for you that you will love to display in your home.*

## COMFORT & FUN

*During the portraits I will show you what to do and help direct candid moments that look amazing on camera. With my 10+ years of experience you will feel confident from the moment I arrive.*



## PHOTO TIP:

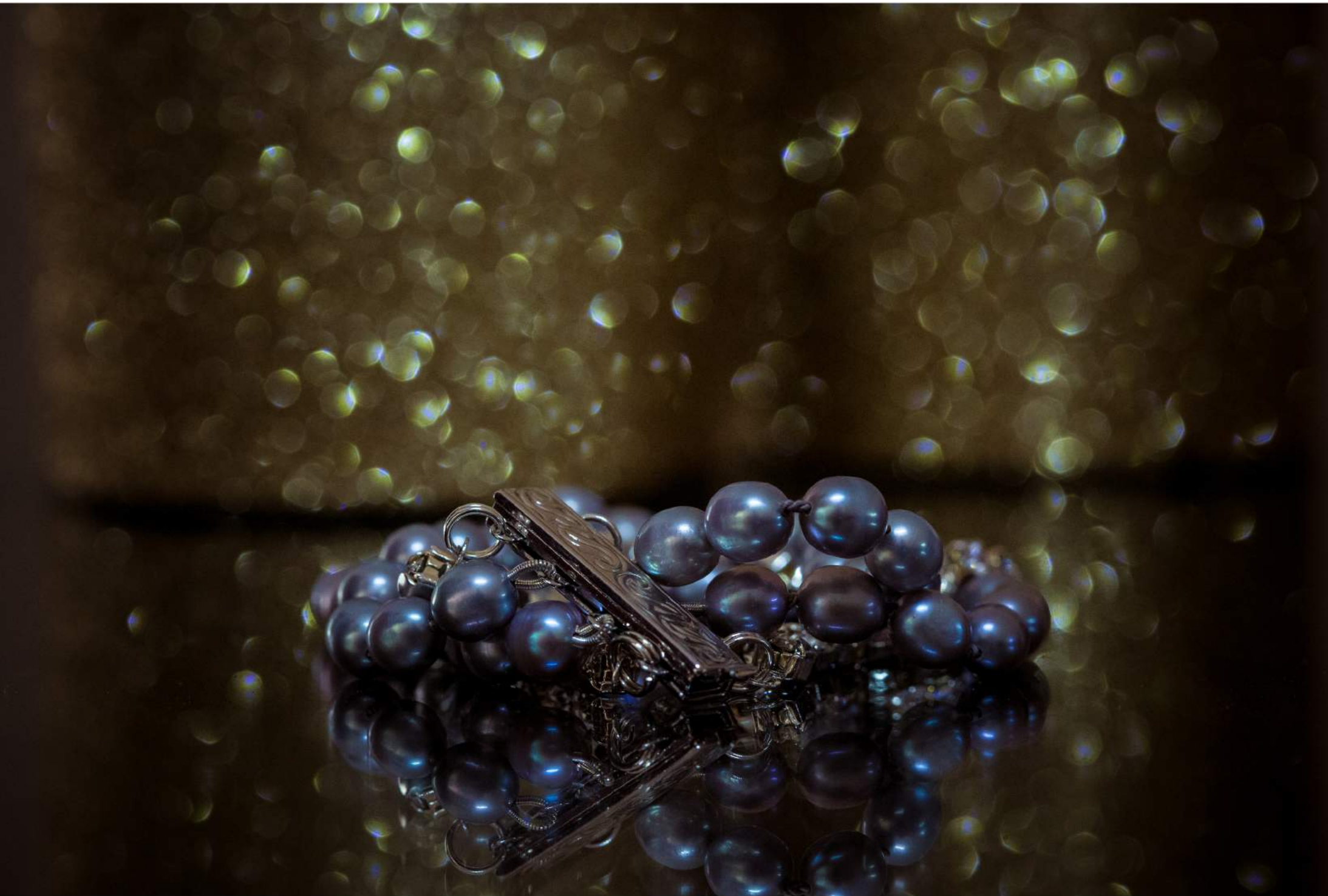
*Take time to talk with your photographer about your wedding day before setting a concrete ceremony and reception time. This will ensure you have the right amount of time to create the world class imagery you expect.*



# WEDDING DAY TIPS:

*Gather all your details before the day starts so I can photograph them quickly! This makes the getting-ready portion of the day go by easily, and it allows me to spend more time focusing on the spontaneous moments when everyone is together.*

*What to bring: rings, jewelry, hair pieces, flowers, shoes, socks, cuff links, letters/cards, pictures, gifts, cultural items, invitations, programs, printed pieces, & any unique items you treasure!*





## FREQUENTLY ASKED QUESTIONS

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### Q: WHAT SETS YOU APART FROM OTHER PHOTOGRAPHERS?

*A: My couples always appreciate my ability to take on different roles during the day. I can be undetected during intimate moments, but will direct the family, wedding party and couple for portraits, immerse myself on the dance floor and jump in as a wedding planner if needed.*

*Most of all, I really get to know my couples. It is never 'just another wedding.' I want to know who they individually, as a couple and what role their friends and family have played in brining them to this day. Knowing all of this helps me observe and capture the day in a way that documents the personalities and relationships of everyone there.*

*Additionally couples always comment on how much they love the rich colours, ways the environment is incorporated and the natural yet stunning look of each couple. I don't stricly use natural light. I will use it when it is best suited, but during portraits I will break out external lights or reflectors to make couples pop, give them beautiful skin, create dramatic looks or tackle an epic night shot. My knowledge and equipped gear bag allow me to shoot in any weather or lighting condition. All of this paried with an editing technique that I have been developing for over 10 years helps achieve this timeless vibrant look that sets me apart.*

### Q: WE ARE CAMERA SHY. WILL WE LOOK LIKE THE COUPLES IN YOUR PORFOLIO?

*The natural and stunning look of my couples is due to what I call 'posed candid photos.' Many couples have not had professional photos before and appreciate my confident guidance or demonstration as to how they will look best on camera. I don't leave things up to chance or expect couples to direct themselves. This always boosts the confidence of each couple and ensures they look stunning, the background is ideal and the light is just right.*

## HAVE MORE QUESTIONS? SEND ME A MESSAGE!

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### Q: WHAT IS THE DIFFERENCE BETWEEN PROOFS AND THE DIGITAL COLLECTION?

*A: Proofs are included with all bookings. These are watermarked and resized (approx. 700x1000) for quick uploads to social media and referencing on your home computer. These are not a printable resoltion. An optional Digital Collection can be purchased. This includes the final full resolution edited files (approx. 3000x5000) without watermarks and ready to print at a consumer lab of your choice. I am happy to recommend one that will get the colours pretty close to how they should look. Either way clients always have the option to print professional prints through the online gallery.*

### Q: DO I HAVE TO PURCHASE PRINTS THROUGH YOU?

*A: I highly recommend ordering prints through my professional lab, but it is not required. The difference in quality is noticeable especially when ordering larger prints that will go on the wall. I also understand clients would like to own the files too and that is why I offer the Digital Collection (noted above) as an option.*

### Q: HOW MANY PHOTOGRAPHS DO WE GET?

*A: I don't shoot or edit for a set number of images, but generally couples get about 50+ edited images for every hour of coverage with one photographer or 70 for every hour when adding on a second shooter. For example ten hours of coverage would be between 500 and 700 images.*

*Engagement sessions (or other 90+ minute sessions) yield 40+ images.*

## Q: HOW LONG DOES IT TAKE TO GET ALL OF THE IMAGES BACK?

*I will send a sneak peak within a week of the wedding and the rest are usually ready within 5 weeks of the wedding.*

## HOW DO WE RESERVE OUR WEDDING DATE?

*Dates are first come first serve and secured once an online booking contract has been completed and the reatiner fee is paid. Full day bookings require a \$1000 deposit. Elopements and half day bookings require a smaller deposit.*



PRESERVING YOUR MEMORIES

ALBUMS:

ARE THEY REALLY NECESSARY?

It is one thing to view your digital photos on a computer, but it is something entirely different to see, touch, and flip through pages filled with hand-picked images from your wedding day. You can include your wedding, engagement session, and/or day-after session in your album! I personally believe the album becomes a historical piece of art that you and many others will cherish.

THE PROCESS:

Designing your album with me is really easy! To keep the process as smooth as possible, I start off by selecting images that best tell the story of your wedding. From there, I'll design your spreads and send the mockups over via email. You will have the chance to make two rounds of edits to the design. Additional edits are charged accordingly (ask me for more details if you have questions about your album).

DESIGN  
TIPS:

I usually know design-wise what combination of images will look best together, but if you'd like to make a list of what family portraits you'd like included, it can be a great help.

Album sizes: 8x8, 10x10 and 12x12 / 50 pages included

VENDORS I LOVE:

HAIR SALONS:

Hey Beautiful  
heybeautiful.ca  
Serenity Salon & Day Spa  
serenitynanaimo.com  
Kiyo Salon & Day Spa  
houseofkiyo.com

MOBILE STYLISTS:

Jess Hocker  
jhockerhair@gmail.com  
As Wou Wish Beauty  
facebook.com/AsYouWish-BeautyMobile

WEDDING PLANNERS:

French Kiss Events  
frenchkissevents.ca  
Bliss Gowns and Events  
bybliss.com

VIDEOGRAPHERS:

Paper Heart Films  
paperheartfilms.ca  
Cassie O'Neil Films  
cassieoneil.com

DECOR RENTALS:

Triple T Party Rentals  
tripletparty.com  
Black & White Party Rentals  
bwparty.com  
Decorate Victoria  
decoratevictoria.com

MUSIC / DJS:

Jordan Zwicker Entertain-ment  
jzentertainment.ca  
Hey Mr. DJ  
heymrjdjmobilemusic.com

FLORISTS:

Petal and Kettle  
petalandkettle.com  
Night Song Farm  
nightsongfarm.ca

STATIONERY:

Tickle Tree Studio  
tickletreestudio.com  
Love by Phoebe  
lovebyphoebe.com

MAKE-UP:

Jessica Churcher  
jcmakeupartistry.org  
Melanie Baird  
melaniebaird.ca  
Erin Bradley  
erinbradley.ca

TRADITIONAL CATERERS:

Galloping Gourmet  
gallopinggourmetcatering.-ca  
Heaven Scent Catering  
heavenscentcatering.ca

UNIQUE CATERERS:

Smokin' Georges BBQ  
smokinggeorgesbbq.com  
Toque Catering  
toquecatering.com

WEDDING CAKES:

Coastal Cake Company  
coastalcake.com  
Ooh La La Cupcakes  
oohlalacupcakes.ca





I WOULD LOVE  
TO CHAT:

[info@etchedproductions.ca](mailto:info@etchedproductions.ca)  
250.714.1612  
[www.etchedproductions.ca](http://www.etchedproductions.ca)

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*Stop by for another visit soon!  
I can't wait to get to know you better.*

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THANK YOU

