

ALLISON MACY PHOTOGRAPHY

A MAPLE-SWEET GUIDE
TO LOVE & PHOTOS



FOR COUPLES, ENGAGEMENTS,
WEDDINGS, & ELOPEMENTS

THE WAY IN

to memory, to meaning, to the moment
(& maybe the rest of your life)

WARNING: MAY CAUSE SUDDEN EMOTIONAL
CLARITY OR A DESIRE TO ELOPE IN THE WOODS

WELCOME






I think the most logical place to start is by setting the scene, don't you?

I mean, you (hopefully) know by now that around here, we take our atmosphere seriously. Light, honest, a little nostalgic, and deeply human. That's just how we roll.

This guide is your invitation into what we'll create and live, together--one image, one story, one moment at a time. Whether you're eloping on a trail that smells like pine needles, saying your vows in a backyard you grew up in, or corralling four flower girls, three grandparents, and one very enthusiastic ring bearer under a tent that's TECHNICALLY rated well for high winds-- my role is to help you move through it all so acutely aware of the magic unfolding in real time, right in front of your face.

(And maybe to hand you a granola bar. Just in case.)

THIS GUIDE WAS MADE TO:

-  Offer a clear look at the kinds of celebrations and love stories I photograph best-- the intimate, the unrushed, the emotionally resonant
-  Explain how a camera-shy couple in muddy boots ends up with a gallery that makes them cry
-  Demystify a process that might not be what you're used to
-  Name the emotional work you're already doing, and make space for it with care and intention
-  Ground you in a rhythm that values memory over production

But more than anything, it's here to remind you: you're not just hiring someone to document the day. You're inviting someone to help shape the way you experience it.



HI, I'M ALI

I'm a Vermont-based photographer with a soft spot for well-worn love and the kind of days that leave you sun-tired, veil-tousled, and full to the brim. I'm a mom, a memory-keeper, and someone who genuinely believes that the quietest moments--the ones no one staged or scripted--are often the ones that matter most.

I photograph weddings, elopements, and couples not because I think every second is sacred, but because I know the sacred ones tend to sneak up on you. Right after the dress gets wrinkled. Right before the speech you didn't think would make you cry.

My work is rooted in storytelling: slow, tender, emotionally spot-on. It's about the life you're actually living and the love that doesn't need a perfect timeline to mean something.

I'll ask good questions. I'll learn your rhythm. And then I'll hold the camera steady while you live the day you planned (and the one that totally goes off-script).

Most people describe me as calm, attentive, grounding--like your best friend if she swapped her glass of pinot grigio for a camera and knew how to wrangle a rogue boutonniere. I take that as the highest compliment.

If you want photos that smell like damp grass and sound like your favorite laugh--the deep, un-self-conscious, snorty kind--that feel like the love you've built: I'd be honored to wander into it with you.

your photographer

001



your collaborator

002



your resident-crier-at-toasts

003



TRAIL MARKERS

[ALTERNATIVELY: THE PROOF IN THE FEELING]

"She really catered to us as a couple, while also adding her own artistic touch to each moment she captured. A photographer is truly the only person on your wedding day you spend the whole time with. Ali really made the day feel smooth, and captured each moment perfectly. She was present and really allowed us to be our authentic selves when it was just the two of us. I will forever cherish the collection of photos she put together for us and would highly recommend her as your photographer."

MONICA, BRIDE



WHAT TO EXPECT

A PROCESS MADE OF DIRT, LIGHT, AND LISTENING

Here's the thing: I don't believe in performance. Not from you, not from me. No forced moments will be found here.

What I do believe in is the kind of connection that simmers quietly until it's sturdy enough to hold something real--quiet trust built slowly, the kind that lets you actually be yourself (muddy boots, loud laughs, tear-streaked mascara and all).

Before I ever lift the camera, I've already been watching. (Not in a creepy way, promise.) But enough to learn your rhythms. The way you talk to each other. What you hold close. What you're trying to remember, even as it's unfolding.

This isn't the kind of experience where you get a checklist and a pat on the back. It's not a wedding


factory. It's not about pretending the timeline didn't just fall apart because the best man forgot his pants (ask me how I know).

It's about presence. Yours. Mine. Everyone's.

It's about remembering how the wind felt when it hit your veil just right. The way your partner looked at you mid-vow like no one else was there. The way everyone's laugh melted together by the firepit when the speeches turned into stories.

We'll plan well. We'll talk honestly. And then, when the moment comes, we'll leave room for the magic that only shows up when you let go.

That's the good stuff. That's what we're after.



001

rock, paper, ripples



PROCESS

THE RHYTHM OF IT ALL

These are no ordinary days. These aren't moments you can repeat. They're full of nerves, delight, the good kind of overwhelm. The goal here isn't to choreograph every second; it's to be present for the ones that matter. We'll plan just enough to let you exhale, and then make room for what unfolds.

003

roots and resting places



001 SCHEDULE AN OPTIONAL CALL

We'll connect for a genuine conversation to make sure our energies match, and that you feel seen, heard, and supported. It's a chance to ask questions, tell me about your vision, and confirm that I'm someone you'd want by your side that day.

(For weddings and elopements, this step is pretty standard. For couples or engagement sessions, optional but always welcome.)

002 BOOKING

If we're aligned, I'll send over your contract and invoice. You sign, pay the retainer, and we're officially on this journey together. You'll then get access to your client portal which includes (where applicable):

- Your Story Canvas (a.k.a. the questionnaire that helps me see the world through your eyes)
- Complimentary Engagement Session Guide
- The Wedding or Elopement Suite, full of planning resources



003 STORY CANVAS

You make a date night of filling it out; I'll read it like a letter from a friend. If I haven't seen it by a month out from your session or wedding day, I'll send a kind nudge. This step helps me know what to look for before it even happens.

004 TIMELINE & PLANNING

We'll balance light and emotion, movement and stillness--so that you're not just running from one thing to the next, but living in each moment fully. Once I've read your Story Canvas, if we're capturing your wedding or elopement, I'll create the first draft of your timeline.



005

FINAL PLANNING CALL

We hop on a final call to go over it all: timing, access, priorities, quirks. This is where we make sure we're on the same page, from light to logistics to emotional flow.

006

THE DAY ITSELF

You live it. I'll document it.

I'll be there quietly, fully--camera in hand, presence intact. You'll do your thing. Laugh, cry, forget the timeline a little. I'll make sure you have the proof you were there, in all your humanness.

And if you want to text me photos of potential outfits or ask if bare feet are the move (they are), I'm here for that, too.

007

GALLERY DELIVERY

When your photos arrive, they'll feel like time travel. But here's the thing: photos aren't meant to live their lives in a folder on your screen.

I believe in living with your images-- taped to the fridge, framed in the hallway, printed and passed around like stories.

When your gallery arrives, you'll also receive:

- A guide to storing and printing your images
- A blog post about how to live with your photos, not just archive them
- Info on prints, albums, and tangible keepsakes that were made to be held, not hidden

008

STAYING IN TOUCH

After all is said and done, I'll check in to hear how it all felt to you, if you ever want to return for another chapter--maternity, family, just-because... I'll be here, ready.

And just like that, you're part of the family.



TRAIL MARKERS

[ALTERNATIVELY: THE PROOF IN THE FEELING]

"Ali was the perfect person to take photos for our non-traditional elopement. The whole process was fun and easy (exactly what we were looking for), and the pictures really captured the beautiful spirit of the day. We could not be happier with the entire experience and I would definitely recommend working with Ali, especially if you are looking for really authentic and non-basic photography to capture special moments."

SARAH, ELOPEMENT BRIDE

WHY THESE TWO GET THEIR OWN SPREAD

TOOLS OF THE TRADE

Some tools do more than support a process—they shape it. The Story Canvas and the Wedding Suite are exactly that: foundational parts of how I learn, listen, plan, and photograph.

These are living, breathing parts of how we collaborate. Designed with intention and used with heart, they let us begin with meaning. With memory. With you.

THE STORY CANVAS

This is the heartbeat of everything I do. Before the planning calls, the wardrobe picks, or the timeline drafts, there's this: a quiet, intentional place to share what matters to you.

The Story Canvas isn't your average client questionnaire. It's where I learn what you two are obsessed with, the flowers blooming in your yard, the songs that sound like your relationship, and the routines you hope never go anywhere. It's a tool, yes, but it's also a window. Into your rhythms. Your values. The little details that tell a much bigger story.

The more you give it, the more we get out of it. I read every word, and it helps me anticipate moments before they unfold, to prepare like a professional and show up like a friend.

So take your time with it. Put on your favorite playlist. Write like no one's reading (even though I totally am). Because this? This is where the story really begins.

THE WEDDING SUITE

What it is: A quiet little corner of the process that holds just what you need (and none of what you don't). This is the space where things start to take shape—where the abstract becomes concrete. It's your go-to spot when you're wondering, "Wait, what should I wear for my engagement session?" or "Should we plan for sunset photos?"

What you'll find inside: sample timelines, soft-touch planning guides, notes from me, and some of the wisdom I've gathered from years of watching days unfold. Think: a few secrets for savoring more.

How to use it: Refer to it when you're mapping out your day or talking to vendors. Let it guide the questions you bring to our planning calls. Let it sit open on your laptop with your coffee one morning. Or leave it be and trust that I'll bring it all with me anyway.

like he'd been waiting
his whole life for this



carried shade, caught light



ROOTED.

[ALTERNATIVELY:
WEDDINGS NO. 1]

7 hours of wedding day coverage

Timeline creation + pre-planning

Access to the AMP Wedding Suite

Edited, high-res online gallery with
unlimited downloads

Photo Care Guide (to help you print and
protect your images for years to come)

Five 5x7 prints, hand-packaged with care

Access to the a la carte menu

\$4,900

TENDED.

[ALTERNATIVELY:
WEDDINGS NO. 2]

8 hours of wedding day coverage

One roll of Super 8
(2-3 mins of footage)

One roll of 35mm film

Timeline creation + pre-planning

Access to the AMP Wedding Suite

Edited, high-res online gallery with
unlimited downloads

Photo Care Guide (to help you print and
protect your images for years to come)

Five 5x7 prints, hand-packaged with care

Access to the a la carte menu

\$5,850

WAYFOUND.

[ALTERNATIVELY:
ELOPEMENTS]

2 to 5+ hours of coverage (custom hourly
packages)

Planning support, timeline, location
scouting

Access to the AMP Elopement Suite

Edited, high-res online gallery with
unlimited downloads

Photo Care Guide (to help you print and
protect your images for years to come)

Five 5x7 prints, hand-packaged with care

Access to the a la carte menu

[5+ HRS]

\$700/HR

[0-5 HRS]

\$725/HR

WOVEN.

[ALTERNATIVELY:
COUPLES & ENGAGEMENTS]

90 min session

In-depth planning and location guidance

Unlimited outfits and locations based on
vision

Engagement Session Guide (timing tips,
FAQs, light/outfit planning)

Edited, high-res online gallery with
unlimited downloads

Photo Care Guide (to help you print and
protect your images for years to come)

Access to the a la carte menu

\$675

COLLECTIONS

[A QUICK NOTE ON TRAVEL]

If your session or celebration takes me more than 2 hours from home, I charge \$75/hour of drive time. If we're partying past 9PM, I'll need a cozy place to crash nearby (read: a hotel). I'll walk you through any logistics on our call, so no need to overthink this; just know I'm happy to go the distance when the story calls for it.

ADD-ONS

FOR THE ONES WHO WANT A LITTLE
MORE MEMORY IN THE MIX

FILM PHOTOGRAPHY \$55/ROLL

35mm images with that dreamy, imperfect texture only film can give.

SUPER 8 VIDEO \$300/ROLL

A roll of nostalgic, slow-motion goodness. 2-3 mins of softly edited footage that feels like a memory you can rewind.

POLAROIDS \$60/PACK

A pocket-sized time capsule. Each pack includes 8 one-of-a-kind instant photos, printed on the spot and impossible to replicate.

HEIRLOOM ALBUM DESIGN STARTING AT \$425

A linen-bound keepsake designed with intention, so your photos don't just live in pixels, but on pages you'll turn for years to come.

STYLING SUPPORT WITH VANESSA \$250

FOR COUPLES & ENGAGEMENTS: A personal stylist (and total gem) who'll help you pull together outfits that feel like you--elevated, comfortable, and true to your vibe. She'll blend what you already love with pieces that photograph beautifully.

STEAMY SESSION \$350

FOR ELOPEMENTS: This 30-minute session takes place the morning of your elopement--just you, the camera, and a chance to create something that's equal parts playful, intimate, and powerful. A love note for your partner, and maybe (okay, definitely) for yourself.

THE NIGHT BEFORE \$1,350

Rehearsal dinners. Welcome parties. Backyard hangs with the people who flew across the country just to love on you. This coverage catches the pre-wedding hum--the hugs, the toasts, the "you made it!" feeling. It's where the story really begins.

ADDITIONAL COVERAGE \$750/HR

Need more time? I've got you. Whether your day's stretching longer or you want to soak in every last second, you can always add extra hours to keep the camera rolling and the memories stacking.

SECOND PHOTOGRAPHER \$85/HR

A second photographer allows us to be in two places at once, catch more angles, and document your day with even more depth. Think: both of your faces during the first look, or cocktail hour candids while we sneak away for portraits. (Five-hour minimum)

TRAIL MARKERS

[ALTERNATIVELY: THE PROOF IN THE FEELING]

"On top of the bright, bubbly, irreplaceable spirit & talent she brings to your wedding day, (Ali) is thoughtful, organized, ready to help you problem solve to ensure that YOU as a bride feel taken care of. I am encouraging you to stop reading about how much I love her because I could go all day, and you need to hire her ASAP!"

MOLLY, BRIDE

A THANK YOU & SEE YOU SOON!



If you've read this far, bless you. You deserve a cookie. Or a nap. Probably both.

But seriously, thank you. For inviting this kind of approach. For believing your love is worth documenting as it actually feels (which is to say: unscripted, slightly chaotic, occasionally windblown, and always, always enough).

You're not just hiring someone to take pretty pictures. You're asking someone to notice. To witness the quiet hand squeeze. The half-laugh during your vows. The absolute absurdity of trying to pin a boutonniere without stabbing someone.

I don't take that lightly.

So when the day comes, I'll show up. With full presence. With gentle direction (if needed). With the exact right amount of enthusiasm and chill. With backup socks, wielding a camera in each hand.

We'll make something you can hold in your hands years from now and think, yep. That was us.

And until then?

Take a deep breath. Trust your gut. And if you need someone to tell you that yes, those shoes do go with that dress--text me. I'm here.

See you soon,
Ali



AM