

## DreamLightArt.com Wedding Photography

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#### **Introduction to Dream Light Art** (p2)

We are 5 Professional Artists - What we try to be for Our Clients



#### Our Portfolios, Bios, & Reviews:

(Individual website links)

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Dominique Macaire

#### Our Rates & What's Included (p3)

We create a custom package based on these rates for each client

#### Sample Packages (p4)

Perhaps one of these sample packages works for you exactly

**Note on Premium Services** (p5)

**GraphiStudio Albums** (p6-7) **True Italian Fashion Leather Albums** 

#### **Best Quality and Affordability Balance (Essay)** (p8-9)

The five ways we achieve this & have received the best reviews in the metro area for any studio at any price point over the last 10 years:

1) Our Professional Talent and Dedication to our Art –
You choose your artist and work closely together from the beginning

2) The Quality of our Image Color Processing/Editing

3) All your images in the most convenient ways with Full Rights

4) Extremely reasonably priced Professional Grade Prints may be ordered from an elegant and beautiful Online Gallery that can easily be shared

5) Customized Packages mean just the exact amount of service you need





#### **Introduction to Dream Light Art Photography**

We are five photographic professionals. You can view our extensive portfolios on our website at dreamlightart.com – even all our individual reviews on The Knot over the last 3.5 years. We like to think of ourselves as an affordable, customized, high-quality wedding photography studio specializing in beautiful image capture for any wedding event. We work closely with our clients from the start. While we strive to capture a complete photographic expression of the beauty and joy of your wedding day, we love to capture images that reflect your personality in a creative manner. We will work with you as a team to produce a beautiful and complete collection of images. We are extremely generous regarding your image rights and our image processing is exceptional - see page 3. We don't know how we could make your acquisition of your images more convenient or complete or more easily shareable with all your friends and family. And our image processing is as good as that of any studio we know of at any price in the metro area. We place extreme value on the quality of our postproduction. Many studios in the area have no idea even what that is or what it can be. A lot of the value you receive for your investment in our services resides in that area of our photographic art - it is one of our defining features and makes us almost unique in the metro area. And once again, we are extremely generous in granting you full rights to all the images we have captured and carefully produced for you.

While we aren't the least expensive studio out there, we are the most affordable studio offering the quality, value, and personalized service we provide for weddings of most any size. We are dedicated full time professional photographic artists – not dilettantes. While we charge the absolute minimum we can while remaining truly professional on a high level, we have to charge more than the "fast food joints" in our industry. But we are carefully designed to provide you with the absolute best value for your investment in our art and for most any sized event. A "synopsis" of our service is on the following page.

We treat our clients as our friends: we respect them, we encourage them to inspire us, we endeavor to produce art together to be enjoyed for generations. We have never received under a five-star review in our entire history – anywhere – on over 500 reviews!

#### **Our Rates**

Studio-Selected Rates for the Lead Photographer: The lower studio rate is an option if any of our artists are welcome to you, and you feel comfortable knowing we are the best reviewed studio in the metropolitan area over the last 11 years with nothing but 5-star reviews and over 500 of them.

Client-Selected Rates for the Lead Photographer: Clients can select their individual talent from their individual & extensive bios/portfolio page(s) and through interviews prior to contracting. We always work very closely with our clients. Please visit their extensive bios/portfolio page(s) at <a href="https://dreamlightart.com/our-main-portfolio-page/">https://dreamlightart.com/our-main-portfolio-page/</a> for specific information about them and to view their extensive demo galleries.

Non-Shooting Assistant: \$50 per hour (usually for 6 hrs) – not required, but highly recommended.

Second Photographers Rates: Just \$190/hr (studio selected) and \$200/hr (client selected). Engagement Sessions (45 min & 1.5 hrs):

One Location (preferably on a weekday) - approx. 45 min: \$230. 60-120 images. Two Locations and a change of clothes – these 1.5 hour sessions are \$380. 100-300 images.

#### Specific Sample Packages are on the next page ->

Most quality studios don't offer our extremely flexible pricing. We will even do two-hour elopements for only \$660!

Call/text for clarifications: 314 249-3677. Or contact us through our website/email.

#### What's Included:

Personalized attention from one or more of our artists from the beginning and continuing through your wedding day and then past it: Either you select your artist, or we assign one to you from our select group of artists. Either way you work together with that artist from the beginning with the goal of capturing a lovely day and event in its fullness for you. You are not dealing with a company – you are working together with an individual artist.

#### Our normal color processing/editing is of excellent (and even rare) quality:

It is at least as good as any studio's in the entire metro area at any price: We spend somewhere around two and a half hours processing/editing for every hour of shooting. All your hundreds of images will be truly beautiful and ready for your enjoyment! But if you have the budget - please consider our "Premium" level color processing – see our "Premium Services" page (following our Sample Packages page).

You will receive: A Flash Drive with all your images and with Full Rights to them: You will receive each of your hundreds of images in three different sizes: Full Res (6-14 MB each), Medium Res (3-4 MB), & Small Res (>.4 MB).

#### And a Gorgeous Online Gallery to share with friends and family:

We will even provide you with an super-elegant online gallery – all you need to do is send them your unique link and they will have super easy access to all of them! The images can completely fill their screens of any size – even 4K! This gallery is designed for super easy and beautiful viewing and/or printing. A 5x7 real photographic print with four resin layers on a polyester backing is only \$5.00! We don't know how we could make sharing your images with friends and family any more convenient or beautiful.

#### Sample Packages

You will find us as reasonably priced as high-quality wedding photography gets!

#### For Engagements:

Engagement photography for 45 min/one location/weekday if possible: \$230 (60-120 images). Engagement photography for 1.5 hours/two locations and a change of clothes: \$380 (100-300 images). These are actually a very good deal because they are mini-events to us and often last over an hour and a half – you get the same excellent level of care and service – we take no shortcuts - they are prepared for, shot, and processed/edited like full events.

#### For Smaller to Moderately sized Weddings:

- 1) One photographer for 2 hours: \$660 (studio selected artist) or \$750 (client selected artist). We love our small wedding shoots! But please note a four-hour minimum charge needs to be applied on Saturdays in the months of May & September and a five-hour minimum charge needs to be applied on Saturdays in June & October.
- 2) 3-6 hours:

One photographer for 3 hours: \$950 (studio selected artist) or \$1020 (client selected artist). One photographer for 4 hours: \$1180 (studio selected artist) or \$1275 (client selected artist). One photographer for 5 hours: \$1400 (studio selected artist) or \$1525 (client selected artist). One photographer for 6 hours: \$1630 (studio selected artist) or \$1775 (client selected artist).

- 3) Two photographic artists the lead for 6 hours and a second for 4 hours: \$2400 (studio selected artists) or \$2575 (client selected artists).
- 4) 7 hrs (Our Most Popular): One photographer for 7 hours: \$1870 (studio selected artist) or \$2050 (client selected artist).
- 5) Two photographic artists: A lead for 7 hours and a second for 5 hours: \$2820 (studio selected artist) or \$3050 (client selected artist). All well-edited images included.

#### For Larger Weddings:

- 6) 8 hours of a lead photographer goes for \$2100 (studio selected artist) or \$2325 (client selected artist). This includes all your extremely well edited image files for you to enjoy plus a 16x24 Art Wall Print. Note: We like to have a Non-Shooting Assistant (NSA) along for 6 hrs @ \$50/hr=\$300 but that is not required discuss that with your artist.
- 7) 8 hours of a lead photographer with also 6 hours of a second photographer would be \$3240 (studio selected artists) or \$3525 (client selected artists). This includes all your extremely well edited image files. Plus two 16x24 Art Wall Prints. Add an NSA for 6 hours for just \$300.
- 8) 10 hours of a lead photographer goes for \$2560 (studio selected artist) or \$2875 (client selected artist). This includes all your extremely well edited image files for you to enjoy plus a 16x24 Art Wall Print. Note: We like a Non-Shooting Assistant (NSA) along for 6 hrs @ \$50/hr = \$300, but it is not required discuss that with your artist.
- 9) 10 hours of a lead photographer with also 6 hours of a second photographer: \$3700 (studio selected artists) or \$4075 (client selected artists). This includes all your extremely well edited image files. Plus two 16x24 Art Wall Prints. Add an NSA for 6-8 hours for just \$300-\$400.

#### **Note on Premium Services**

We are extremely affordable for the general quality we offer, which is quite high in every way: <u>But</u>, If you have it within your budget: Do the following for our premium-level services that rival those of any studio in the metro area at any price and you can still make out like a bandit and save \$1500 - \$2000 or more:

- 1) Hire us as early as you can to get our best available talent:
  Ten months out is a good idea if you are getting married on a Saturday in October, for example. Without exaggeration we are probably getting at least one inquiry every single day about a Saturday in October by the middle of January. If you book a full year or more ahead of your wedding day, you will not only get the best available talent, but also a really good discount on your wedding package.
- 2) Hire us at the two-photographer level (if it is artistically useful): There are some weddings where two photographers simply are not necessary you can discuss this with your chosen lead photographer. That artist will be honest about their views on the matter given your specific wedding plans. Please don't feel obligated to hire two photographers. But we are talking premium quality service here, so I am going to state that two photographers do make a difference if you want different looks and angles added to your image collection and want the most efficient shooting possible. Two photographer weddings tend to have a "rich" look. And the photography tends to proceed more quickly and smoothly. Critical assignments can be split up when possible and shot simultaneously like the bride and groom and their attendants getting ready. Different angles during the ceremony are possible. "Looks" just seem to present themselves and get shot (captured) at a quicker pace as we work as a team to get it done.
- 3) Hire at least one NSA (Non-Shooting Assistant) for most of the day: An NSA is a great help to our photographers. Again, do chat with your lead photographer about the need for an NSA given your particular wedding plans. They may not feel it is necessary at all. But again, we are talking premium quality service here, so I will state that I personally love having an NSA help me with carrying extra equipment to where I could not have it available to me otherwise, holding second lights even outside to provide a more natural look to fill in the eyes while providing modeling to the faces and to fill-out the color spectrum and holding reflectors if necessary. They can offer useful ideas and help arrange groups and tidy up looks like hair and dresses. They are just useful and a good value if they are within your budget.
- 4) Hire us at the "Premium", Customized, color processing/editing level: We consider color processing/editing a photographic art equal in importance to the image capture aspect of our art. We already spend two and a half days on an average wedding and color process/edit for two go-arounds – first on the Raw images and again on the resulting jpgs (see Page 11 or click here for more info). We take color processing beyond what most studios offer – at any price point. "Premium" is for an extra goaround on all your images with the state-of-the-art Al tools that have been recently introduced. We can customize our processing to fit your particular artistic tastes, like in adding B&W and other variations of images to your collection. Even now, Al has made our processing move to another level - but another go-around always enhances the images still more – looks that were just not possible to offer for wedding photography before now: cleaner and more impactful looks. Unless you pay over \$4500 for your wedding photography at any other studio, you are probably not getting the image processing quality we already offer all our clients. Usually, not even then. "Premium" is beyond that. The extra charge is \$75 per hour of shooting. "Premium" is a very good idea if you have a flexible budget: it is an excellent value and we love providing it.
  - 5) For a gorgeous album make it a GraphiStudio album (next 2 pages):

#### **Our GraphiStudio Albums:**

## Real Italian Fashion Leather & Imbedded Image cover albums from the Alps!

Produced by arguably the finest digital album company in the world. For an ultra-high-quality album – this is very affordable.

We custom design albums for our clients with a simple artistic philosophy:

We want to maximize the impact of each individual photographic image and not detract from that art while placing those images into an elegant presentation.

We start by refining your selected images for your album to the max and then designing the layout in concert with you. These elegant designs are then presented in a gorgeous real Italian Fashion Leather cover Album. A lovely presentation box is included.

Graphi Studio offers over 50 different Italian leather types and colors.



The GraphiStudio album with an Italian Leather and Imbedded Image Cover & a beautiful Presentation Box



GraphiStudio albums open to totally lay-flat hard page spreads with a barely noticeable center line

**GraphiStudio** is located the foothills of the Alps of Northern Italy. Besides a modern production facility, they have a beautiful castle: **The Ceconi Castle**.



It is impossible to exaggerate the quality of these albums – we have carried them for over 20 years and never had a single one come back with any defect. The printing is incredibly lush. The spreads just glow. They open totally flat, and the center fold is basically unnoticeable. Our clients are very happy with their albums.

# 8x12" or 10x14" GraphiStudio Italian Fashion Leather and 'Crystal Glance' Wedding Book Flush Print album

These are the absolute best overall photographic print & lay-flat, hard-page albums on the market.

# Embedded Image and Italian Fashion Leather cover and with Custom Professional Design Included:

Including ≈ 80 images and 32 pages: 8x12": \$1100 and 10x14": \$1350 with additional pages \$12 each.

Parents albums: An 8x12 real photographic print hard page duplicate album: \$350.

These include real Italian fashion leather or fine faux leather covers with a gorgeous imbedded image cover. A Beautiful Presentation Box is included.

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#### The Best Quality/Affordability Balance Possible Essay

#### There are five key reasons for this:

#### 1) The Quality of our professional talent and our Dedication to our art:

We are all dedicated professional artists. We are not dilettantes pretending to be such. Currently, five of us have university degrees in photography or teach photography at prestigious local universities. We are professional artists because we love to create art and value your sponsorship in that regard. It is how we make our living. Without your sponsorship, we could not be professional artists. So, we had better be good at it. We are not doing this to get rich, but to make a living and for the joy of sharing our art in helping you capture one of the most important, joyous days of your life. That is very rewarding in itself, and an honor, and we treat it as such.

Please view our extensive portfolio section on our website (<u>dreamlightart.com</u>) to get a feel for our individual art and styles. You will find each wedding there unique – we are artists, not robots following a repetitive image script for each wedding. You should get a feel for the fact that we can capture for you an artistic rendition of the unique story of your day in light – the very definition of photography in the original Greek.

### 2) The Quality of our Image Color Processing/Editing is rare in the metro area at any price:

Besides excellent image capture by truly professional photographic artists, we also offer an almost unique service in the way of the quality of our image color processing/editing. Most studios don't even try to offer the quality we offer in our image processing - regardless of price. We would probably have great reviews regardless – but I firmly believe the reason we have had hundreds of nothing but <u>perfect</u> reviews over the last ten years is also due to the quality of our image editing and color processing. Unless you pay over \$4500 for your wedding photography at most other studios in the metro area, you are probably not getting the image processing quality we offer all our clients. Usually, not even then.

We consider color processing/editing a photographic art equal in importance to the image capture aspect of our art. And it is actually <u>way</u> more time consuming. We image process for around two and a half hours for every hour we shoot. Often more. And that is with a great computer and a super-efficient process and workflow and decades of experience to facilitate the endeavor. We process from RAW images to JPGs and then process the jpgs <u>again!</u> – two complete go-arounds. We also offer optional "Premium" color processing/editing services for \$75 per shooting hour additional. This level of processing service is described in the "Note on Premium Services" section of this pdf.

Even some of the finest studios in the area farm-out this aspect of their art to overseas contractors for this reason. They then have little control and their editing quality doesn't compare. Or they use automated "filters" on all their images to create entire collections that may be artistic, even beautiful, but have little resemblance to reality here on planet Earth. Our images are lush and real. Every single one. We take the time and exercise the skills to make them so.

The ultimate resulting image collections are greatly appreciated by our clients. Though they might take the editing/processing it took to produce the quality of their image collection for granted - they just love their images and that is our goal. That's OK with us – we take our satisfaction in the over four hundred and fifty universal 5 stars our clients have given us in reviews.

- 3) We offer you Full Rights to all your images and provide them in the most convenient ways possible:
- 1) On a Flash Drive: We provide you your hundreds of images in three different sizes on a Flash Drive: Full Res: often over 11 megabytes each, Mid Res: around 3-4 megabytes each, and Small Res: from 250-350 kilobytes each. We normally provide close to or over a hundred finished images per hour of shooting. These images come with Full Rights!
- 2) On a lovely Online Gallery: The "MidRes" images are also uploaded to a lovely and elegant Online Gallery site and a link to the secure site is sent to the client. If the link is shared, anyone can view the entire collection online without downloading anything at all. Real professional photographic laser prints with four resin layers and a polyester backing up to 16x24" in size can be conveniently ordered from this gallery site and shipped directly to you. As can gorgeous museum quality canvas prints hand-stretched over 1.5" frames. You won't find anything like either of these at most retailers like Walgreens, Sams, or Costco. These only come from professional labs.
- 4) We offer you extremely reasonably priced professional grade prints from an elegant online gallery that can easily be shared with everyone:

As noted above, we offer a convenient and elegant online gallery that offers reasonably priced ordering of professional-grade true photographic prints and even stretched canvas works of art from all your images! A sample price is just \$5.00 for a 5x7" print. Compare this price to many studios that often ask three times more per print while also holding most of your digital images "hostage!" - so you have no choice if you want anything at all!! These are real professional photographic laser prints with four resin layers and a polyester backing up to 16x24" in size. You can even order gorgeous museum quality canvas prints hand-stretched over 1.5" frames. Prints like these only come from professional labs. We also offer a variety of reasonably priced high-quality albums including an absolute top of the line true Italian Fashion Leather cover album.

5) You pay for just the exact amount (hours) of professional photographic service you need with us and no more!!:

Which makes us rare for quality wedding photography services in the metro area. We don't have a \$3200 minimum charge for our services like many quality studios in town. We charge by the hour from as little time as you want to whatever mega-event you have in mind! There is no quality wedding photography studio in the entire St. Louis metro area that is more flexible about customizing their services to fit their client's exact needs.

#### **Conclusion:**

You will not find a better Quality/Affordability value for 1-12 hour events in the metro area! We charge only what we need to for our art and we offer what we know is the best possible balance of quality art, service, and price. We work tirelessly to achieve that. Our over 500 universally perfect 5-star reviews online attest to our success in that pursuit!!

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