



# INVESTMENT GUIDE

WEDDING FILMS CRAFTED WITH PURPOSE



# WELCOME

I AM SO HAPPY YOU ARE HERE!

I am here to capture all the big moments and all the small, fleeting moments of your wedding day. Then, I weave everything into a gorgeous, authentic, and cinematic film that you will cherish forever. My work extends beyond the wedding day. I take the time to get to know you – your personality, your vision, and your story – so that I can create a film that is as unique as your love story.

Thank you so much for taking the time to reach out. Wedding planning can be stressful, and choosing the right filmmaker to capture your special day is a big decision. This guide is designed to answer any questions you might have and to give you the confidence that we are the right fit.

A wedding film is an important investment. I believe it is the best way to capture all the moments, textures, spoken words, and overall beauty and emotion of one of the most important days of your life. That's why I believe it is worth investing in a film, even if you do not book with me.

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[www.moguefilms.com](http://www.moguefilms.com)





# ABOUT ME

Hi! My name is Morgan. As a romantic at heart, I am deeply inspired by love stories, nature, music, and traveling to breathtaking places. I love watching movies, eating amazing food, hiking, and spending time with my fiancé.



# MY CREATIVE PROCESS

*My filming philosophy is to allow moments to naturally unfold. I may clean up clutter in the background, or move you into natural light, but really, I'm focusing on capturing authentic interactions as they happen. This documentary style approach allows people to be comfortable, and for events to be natural. With that said, I also love getting those sweeping, cinematic shots of the couple dancing, and dramatic shots using only window light. My creative process is about balancing the authentic, candid shots with the more posed shots. Balancing soft, golden hour, hazy romance, with dramatic, darker, quiet moments.*

*Storytelling is one of my greatest passions, and I strive to create films that aren't just a series of beautiful visuals and music, but that make you FEEL something. The spoken words from the day, along with the music I choose, are the foundation that I build the story on. I want you to watch your film and be instantly transported back to how your wedding day felt, and to be reminded of why you gave vows to your partner. I want you to so thankful that you decided to invest in a wedding film.*

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# PACKAGE ONE

## THE ESSENTIAL FILM

*Package One includes:*

- 4-5 minute highlight film
- up to 8 hours of coverage
- a second shooter as needed
- up to two licensed songs
- 30-60 second teaser reel
- color grading
- audio mastering
- digital delivery of edits

*This is for couples who want a story-driven, emotional, and easy-to-share film that encapsulates all the main aspects of your wedding day. It will include pieces of audio from your vows, ceremony, and/or toasts, along with curated shots from the entire day. It is shorter, but it contains ALL the heart and emotion from the day.*

INVESTMENT: \$4,000

[watch an example here](#)





# PACKAGE TWO

## THE GOLDBLOCKS FILM

*Package Two includes:*

- 7-8 minute highlight film
- up to 9 hours of coverage
- a second shooter as needed
- up to three licensed songs
- 30-60 second teaser reel
- color grading
- audio mastering
- digital delivery of edits

*This film is for couples who feel like five minutes is just not long enough. This film has breathing room for more storytelling and narration. It is the sweet spot between a highlight and a more documentary-style edit, hence the name "Goldilocks." If you have long vows, or expect a lot of amazing toasts, this might be the film for you. It includes more audio, music, curated and candid shots from the entire day. It is a longer emotional journey.*



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INVESTMENT: \$5,000

[watch an example here](#)





# PACKAGE THREE

## THE FULL JOURNEY

*This is for couples who want it all, the longer the better! This film is in the same style as the previous two films, but is longer format, and leans into more of a documentary-style film. The length allows for full vows, longer portions of the toasts and audio from the ceremony, as well as more candid moments. I can even incorporate older photos and video clips that you provide, to further illustrate your love story.*

INVESTMENT: \$6,000

[watch an example here](#)

*Package Three includes:*

- 10-12 minute highlight film
- up to 10 hours of coverage
- a second shooter as needed
- up to four licensed songs
- 30-60 second teaser reel
- color grading
- audio mastering
- digital delivery of edits



FULL CEREMONY EDIT

*Documentary-style edit of the full ceremony, cut between multiple camera angles, audio mastered, and color graded.*

\$800

SPEECH EDITS

*Documentary-style edit of each of the reception toasts, cut between multiple camera angles, audio mastered, and color graded.*

\$400

FORMAL DANCE EDITS

*Documentary-style edit of your first dance and parent/family dances, or any choreographed dance. Cut between multiple camera angles, audio mastered, and color graded.*

\$400

APPENDIX



RAW FOOTAGE

*Delivery of all raw footage via Dropbox or flash drive. The raw footage is each individual clip without color grading or audio mastering, and much of it is in 4k.*

\$500





# A COUPLE OTHER THINGS

## TRAVEL FEES

*A flat rate of \$50 per 50 miles outside of Minneapolis will be added to your package price. Any venue more than 200 miles outside of the city may also require hotel fees. If you are having an elopement or out of state wedding, a custom package will be provided including all necessary travel fees.*

## CUSTOMIZATION

*If you are having a multi-day wedding, or are planning any non-traditional activities that would require more time on our end, a custom package will be provided after we discuss your needs.*



# FREQUENTLY ASKED QUESTIONS

## **Do you offer custom packages?**

Yes! I do offer custom packages, it just depends on your wedding and what edits you want. For example, if you just wanted the day captured, and wanted a ceremony edit or the raw footage, it would be a base price for the day and then the add-ons. I will offer a custom quote after we discuss your needs.

## **How do you choose the music for the film?**

Music is one of the most important parts of my editing process! You can get a sense of my musical taste after watching some of my films, but I mainly search for emotive, cinematic tracks that elevate the story. I always ask what kind of music my couples like and don't like, to get a sense of what would work for the film. I license all of my music from Music Bed. If you feel strongly about choosing music, you can browse the site and send me tracks you like, and I can let you know if it fits.

## **What is turn around time for edits?**

It varies slightly from season to season, but my standard turn around time is 18 weeks from your wedding date for delivery of first cuts. An exact turn around time will be detailed in our contract.

## **How do you work with photographers?**

We are both on the same team, so I make sure to communicate my needs to them, and listen to theirs. The main difference between static shots and video is movement. So they might pose you a certain way and have you smile into the camera, but after they get their shots, I may jump in and have you do a similar pose but with natural movement. I love working with other creatives, so we usually end up having a lot of fun together!

## **I don't feel comfortable in front of the camera. What would you recommend?**

If this is the case for you, know that you aren't alone! I don't expect you to be a professional model! It is my job to make you feel comfortable in front of the camera, and a lot of that is just talking with you beforehand and seeing what your personality is like, and what you and your partner are comfortable with. The majority of shots I try to get are candid, or more naturalistic posing, and I will guide you every step of the way throughout the day.

## **What exactly are the ceremony, speech, and dance edit add-ons?**

These are professionally edited, stand-alone videos of the entire ceremony or speeches from start to finish. I cut between 3 or 4 different camera angles, creating a lot of visual interest with tight and wide shots of the same scene, emotional reactions, etc. These add-ons are documentary-style, so I edit the full event from start to finish, using only the music, audio, and footage from the event. I don't add extra music or b-roll. However, if there were any issues with poor quality of music coming through speakers during the ceremony, I will use a clean version for the ceremony edit.

## **Do you offer payment plans?**

Yes! I understand how costly a wedding can be, so to make things a little easier, I can set up a custom payment plan for you and it would be detailed in our contract. You would just need to let me know before signing the contract.



## STEP ONE

*I'd like to get to know you! If you are interested in moving forward or have more questions, lets schedule a call. On this initial phone call I like to focus on the big picture stuff - your story, how you met, what you envision for a wedding film, etc. Its less about all the little details of the day and more about YOU.*

## STEP TWO

*If you decide to move forward with me as your wedding filmmaker, I will prepare a contract with some details about your wedding, and which package you want. Once the contract is signed, I will invoice you for a \$1000 non-refundable deposit, and the remaining amount is due a month before your wedding, unless you opt for a payment plan.*

## STEP THREE

*Lets stay in touch! I love it when my clients send me inspo pics on Instagram, or text me about different ideas they have! When your wedding is a month out, I'd like to get on another call to go over the day-of details.*

# NEXT STEPS





# THANK YOU!

Truly, thank you for taking the time to learn more about my process, and for considering me to capture your love story! My main goal is to create a film that makes you feel like you are reliving your wedding day all over again, and even witnessing moments you didn't see the first time around.

Most importantly, I want to create a film that reminds you why you love your partner so much, and why you made that special commitment. It would be my honor to create that film for you. Feel free to reach out to me at any time :)

With love,

*Morgan*

