



**NEW CATEGORY**  
A New Breed of Storytellers



# WEDDINGS

## CLIENTS GUIDE





“

...captivated, enraptured, blown away,  
these are the moments my family and I will enjoy  
forever.

- felicia & bryan

NEW CATEGORY  
**OUR STORY**





# ABOUT ME

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Hello and welcome!

I'm George, the founder of New Category. I'm a filmmaker, storyteller, and a lover of Thai food.

I'm a firm believer that once you've saved up enough money spend it all on traveling. You'll probably find me looking at my next travel location, learning about different cultures, and ultimately take that trip. Then one day I purchased a camera and traveled with it. Then the rest is history.

There comes a time in your life when you find your purpose and your passion. I can truly say I'm obsessed with helping my clients tell their story. That's why I started this journey, this company.. to combine all those who have unique storytelling techniques who, like me, are also obsessed with filmmaking. This is a great thing because you'll reap the benefits of our services!

It's an honor to be considered to capture your treasured moments and I'm looking forward to know you and talk to you!

Best,  
George



IG: @newcategory  
@chen.george



“

art enables us to find ourselves  
and lose ourselves  
at the same time.

- thomas merten







OUR

WHAT TO EXPECT  
STYLE





## WHAT MAKES US UNIQUE

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Lets be honest, there are plenty of incredible and beautifully shot wedding films made by other videographers out there. Many of them are people I have the privilege to call friends.

I'm not going to sit here and assure you that I'm better then them. The truth is, art is a very personal thing and it's very subjective. The way we plan, film, and edit is what seperates us.

Here's what we're all about. We take our time to get to know you as frinds and not just as a clients. We LOVE to get involved and communicate throughout the year to make sure your special day will run smoothly. We want to be a part of your celebration and not just another venue. Your wedding is a celebration and we want to keep it that way.

As we've said time and time again, we're passionate about storytelling and we had honed our skills to tell your narrative the right way. It doesn't matter whether you want a documentary style or a narrative style,we will discuss about your vision and how we can execute and achieve it without compromising our style and our storytelling techniques because that is what makes us unique.



“

I wasn't going to hire a videographer for our wedding but I'm glad I did! Unfortunately, my grandmother weren't able to attend but the second I showed her everything George did for us, we cried. Thank goodness we hired a wedding videographer.

- victoria





BOOKING YOUR DAY

# THE PROCESS





## 1. WATCH OUR FILMS

You've come this far! I'm grateful that Now, you have a little bit of homework to do. The best way we could better serve you is to let you go out to our website or to YouTube or Vimeo and watch some wedding films. See what you like and don't like. If you find something that you really enjoy then send it to our email in addition to your names, contact number, and best days to get in touch.

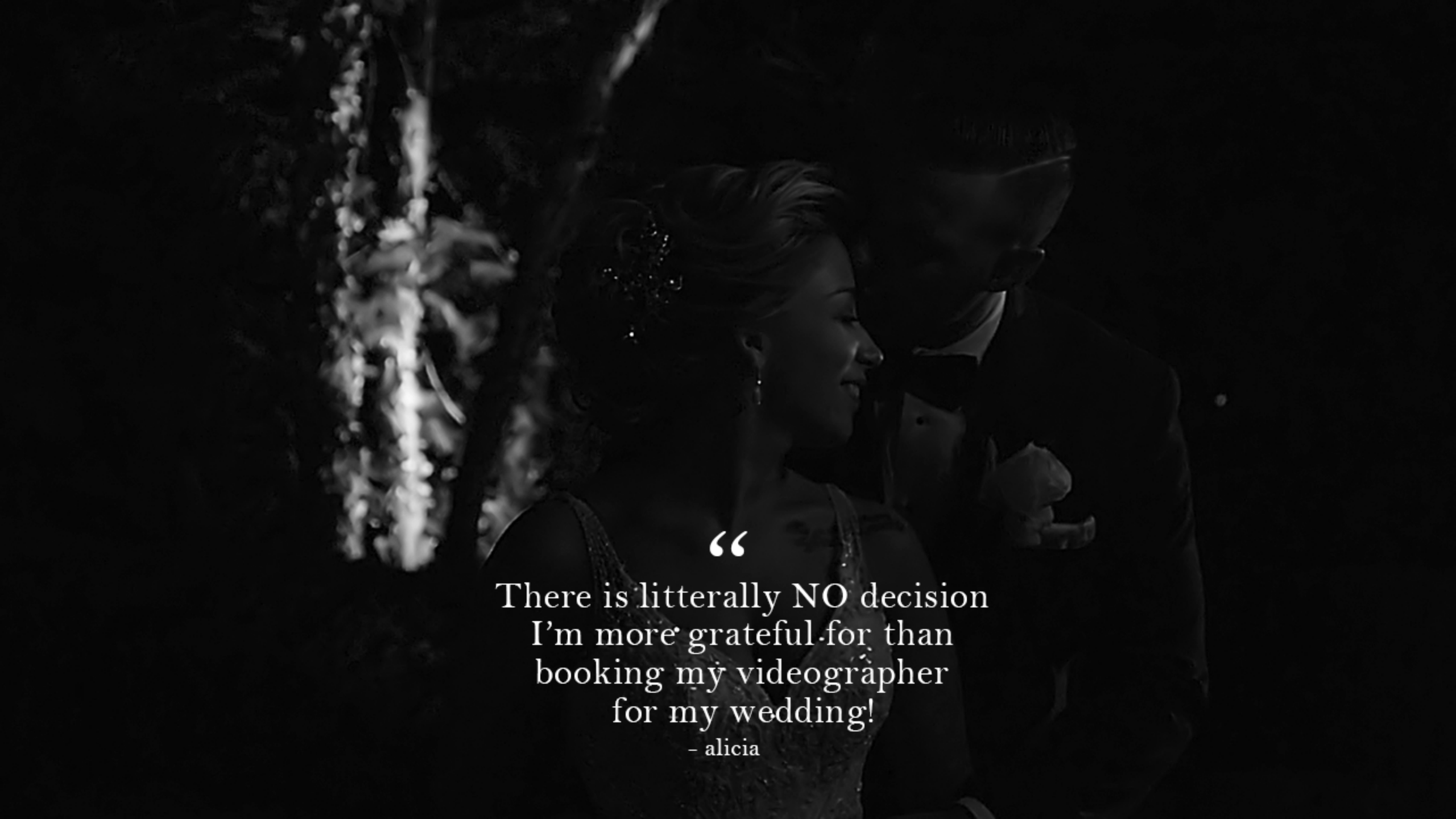
## 2. MEET & GET ACQUAINTED

Now that we've been emailing back and fourth, we're ready to meet up and discuss about your wedding day! I will not book a wedding without first speaking with the Bride, Groom, or both. I know you are probably busy people and to accomidate for that we have many ways to setup this meeting. We can do a Skype call, Facetime, Facebook Video, and if it's convenient, we can meet up at a cafe! Coffee is on me!

## 3. BOOK SAVE THE DATE

After we had met up for an initial consultation and talked about everything that's going on in your wedding day then we're ready to book a day with us! We will send over the contract with the deliverables. Once it's signed all that's left is to wait for the wedding day! This is where we'll keep an open line for you and your fiance/fiancee for any questions, concerns, or if you need a second opinion, we'll be there to hear all about it.





“

There is literally NO decision  
I'm more grateful for than  
booking my videographer  
for my wedding!

- alicia





COLLECTIONS  
**PACKAGES**





## PACKAGE OPTIONS

We have a base package for you that's perfect for those who don't want anything complex. We have an add-on system where you can customize your final products to your liking. .

### 1. THE BASIC PACKAGE

**\$1,800**

CINEMATIC SHORT FILM 3-5MINS  
CEREMONY AND SPEECHES  
2 CINEMATOGRAPHERS

FULL DAY COVERAGE  
DIGITAL COPIES, USB, AND PRESENTATION BOX

One of our most simplest packages. Our base wedding cinematography package is a perfect start to your package. We create a gorgeous cinematic short film telling your wedding story.

### 2. FEATURED ADD-ONS

upgrade to a **FEATURE FILM**     **\$500**

Upgrade to a Feature Film from a Short Film is recommended as it includes more content for your wedding day. Extending your wedding film to roughly 7-12 minutes of memorable moments. The Feature Film builds on the short film and digs deeper into your wedding day story including more footage especially from your ceremony and reception.

add a **DOCUMENTARY EDIT**     **\$400**

Everything is important on your wedding day. At \$400 we will edit your wedding ceremony and reception in its entirety. Cutting between all camera angles, and mixing the audio - creating professional and chronological videos of your wedding ceremony and reception. That means you are able to have your full wedding ceremony and full wedding reception - from beginning to end.

**CINEMATIC SOCIAL MEDIA KIT**     **\$300**

The social media kit is perfect for anyone who uses Facebook, Instagram, and YouTube to keep your friends and families connected. This is a sneak preview of your wedding to get your family, friends, and of course yourselves excited for the film. The highlight video will be posted online within 2 weeks after your event. A digital copy and physical copy will be included at the time of delivery.





### 3. ALL ADD-ONS

**DVD or/and BLU-RAY DELIVERY     \$250**

Add a blu-ray or DVD to your wedding package. This is a classic delivery method that ensures your wedding video will be able to watch on older "legacy" devices or for you to enjoy the best possible HD experience.

**RAW FOOTAGE     \$500**

You will receive a hard drive full of ALL of the footage we had captured on your wedding day. They're unedited on a 1 TB hard drive which is included..

**LOVE STORY     \$300**

A 1-3 minute story of your relationship (interview based). Your wedding guests will enjoy and get to know you as a couple on your wedding reception.  
*Projector/TV screen NOT INCLUDED.*

**TRAVEL FEE     \$400**

For weddings that are outside of New York and New Jersey.  
*Travel expenses are not included.*



“  
working with George was unreal.  
we started off as strangers and ended up as friends  
having him there on our day meant we were comfortable  
to be who we are and just get lost in the moment

– sharon





# FAQ

## DO I RECEIVE ALL OF MY FOOTAGE?

If you order the add-on "RAW FOOTAGE," then you do receive all the footage that was filmed during the day. Please be aware that this is an unedited, flat, and generally not really a presentable product if you purchase this. If you purchased a Documentary edit or a Feature Film edit then you'll receive a edited timeline if that's what you're looking for.

## DO YOU REQUIRE MEALS AT THE RECEPTION?

Yes! You are required to provide dinner during the reception. We may grab some snacks from the table if we need some sort of re-energizing. In order for us to deliver an amazing product, all we ask of you is to provide some meals just so that we are not thinking about food throughout the day and instead think about getting the perfect shot for you.

## HOW IS THE FILM DELIVERED?

George truly believes that all of our couples should have a physical place and storage solution for their wedding film. I would hate it if they lost their films or worse buried somewhere and forgotten. So we will provide a custom storage box, USB, and a digital copy!

*Digital copy is only available for a month or until the storage box and USB arrives.*

## CAN I CHOOSE THE MUSIC FOR MY FILM?

As much as we enjoy and love to edit to Perfect by Ed Sheeran, we prefer to use non-copyrighted songs. In order for us to figure out what type of songs you enjoy and would like us to use, we require you to do some homework before we do our first meeting. Once we receive your song preferences we will go back into our lab and find some songs that fits your style. This is free of charge!

## HOW MUCH EXPERIENCE DO YOU HAVE?

We've been filming weddings for over a year right now. However, George has worked as a filmmaker for a little over two years now. Now we know, you have a wedding and you're looking for experienced professionals. While we cannot control when we started but we can assure you that we are professionals that will produce an amazing product for your family and yourselves to enjoy for ages. What we lack in experience we make up in hard work, dedication, and reinvestments in our gear and knowledge.

## DO YOU OFFER SAME DAY EDITS?

Currently we do not offer same day edits. We truly believe that telling your story properly and taking the time to go through this process will greatly enhance your viewing experience. And if you cannot wait, let us indulge you with our cinematic trailer add-on.



# THANK YOU

we can't wait to get to know you and hear your story!  
thanks so much for reaching out! to move forward  
contact us now to schedule a consultation  
and/or reserve your date with us!  
we still have space in 2019.

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phone: 646-708-2828