

Rachel
Moore



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CONGRATULATIONS

First of all, congratulations on your engagement!

You've just entered into an exciting new season of life that will be filled with gatherings and celebrations with family and friends, and most importantly, planning for your marriage with your best friend.

You want a meaningful wedding, photos that are natural and timeless, that evoke the very emotions you felt on that day, even when you look back on the experience 40 years down the road. You want a photographer that is experienced and personable. You want to feel beautiful and confident in your photos. When the wedding is over, the photos will serve as tangible reminders of the intangible experience. Your wedding deserves to be documented well so that it can be relived for years and generations to come.

I know what it's like to plan a wedding — and I genuinely care about yours! I know the weight of trusting someone to document it well. I've photographed 200 weddings over the past 10 years. I've photographed weddings in the rain and in the snow, in fields and forests, historic cathedrals and plantation homes, in creeks and symphony halls, in backyards and on mountaintops. Simply be present and savor the day; I'll take care of the rest.

I can't wait to hear about you and your story, and I would be honored to photograph your wedding.

Rachel



GLOSSARY

WEDDING PHOTOGRAPHY COVERAGE

Up to eight hours of wedding photography coverage by Rachel and her associate photographer Lauren. From your mother buttoning up your gown to your family and friends cheering and sending you off with sparklers, we are there to capture the details, scenery, candid moments, portraits, emotions and everything in between to create a complete, beginning-to-end documentation of your day. Extra hours of coverage can be added to your package for an additional fee.

DIGITAL PHOTOS

Your final edited wedding photos will be uploaded to an online gallery for you to view, download and archive. For an 8 hour wedding we average about 750 final photos. You do have the ability to print them on your own, but we do not recommend using a kiosk as the colors and tones will be innacurate. Let me handle printing for you so you have the best quality!

ENGAGEMENT SESSION

Think of your favorite park, part of town or date spot. We can collaborate to plan the session at a location that is most fitting for the two of you and your story. These photos can be used on a Save the Date and wedding website as well as printed and displayed at your wedding and in your home. It's also a great chance to warm up in front of the camera so that you'll be a pro on your wedding day!

BRIDAL PORTRAIT SESSION

Bridal sessions are completely focused on getting stunning portraits of you in your dress in an unhurried, calm environment. It's a great way to have a preview of your dress, hair, makeup, shoes, jewelry and flowers all before the wedding day.

REHEARSAL DINNER COVERAGE

This night begins the celebration that your family and close friends have come from near and far to be a part of. The anticipation and excitement is evident in the conversations, embraces and from the glow on the faces around you. Candles will be lit, a feast will be shared, toasts will be made and tears just might be shed.

PRICING

BASE COVERAGE

Wedding Photography Coverage
(2 photographers for 8 hours)
Digital Photos
\$5,500

PACKAGE I

Wedding Photography Coverage
(2 photographers for 8 hours)
Digital Photos
Wedding Album
\$7,500

PACKAGE II

Wedding Photography Coverage
(2 photographers for 10 hours)
Digital Photos
Wedding Album
Two Parent Albums
Engagement Session
Rehearsal Dinner
\$15,000



ADD-ONS

Additional Hour of Coverage	\$600
Engagement Session (1.5 hours)	\$900
Bridal Portrait Session (1.5 hours)	\$900
Rehearsal Dinner Coverage (3 hours)	\$1500
Wedding or Parent Album	\$2000

PHOTO PREMIERE NIGHT

For my clients that are local to Nashville, after your wedding photos are finished we will get together over champagne and treats to have a special viewing of your photos. This is also a time to review a wedding album design and options for framed prints. I want to help you get your photos into your hands and onto your walls. Parents are invited, too!

WEDDING ALBUM

10" 30 pages

\$2000

Parent albums available with their
own custom design

UPGRADES

size up to the 12" album for \$500

Each additional 2-page spread - \$75

YOUR STORY

Revisit the story of your wedding day from beginning to end through the pages of your very own wedding album. It's sure to become an heirloom shared with family and friends for generations to come. I believe photos are not just meant to be viewed on screens but to be printed, preserved, shared and enjoyed for years to come.

These high-end flushmount albums are printed on archival photographic papers and handmade with great attention to detail. There are a variety of linen and leather cover options for your album. Customize your album cover by having your names debossed or adding a photo cutout, both of which are included in the cost. Are your parents interested in their own album? I'd be happy to create a custom design with their favorite photos just for them.

PRINTS + FRAMING

PRINTS

High-quality, professional prints on luster paper

8 x 10 - \$100

11 x 14 - \$200

16 x 20 - \$300

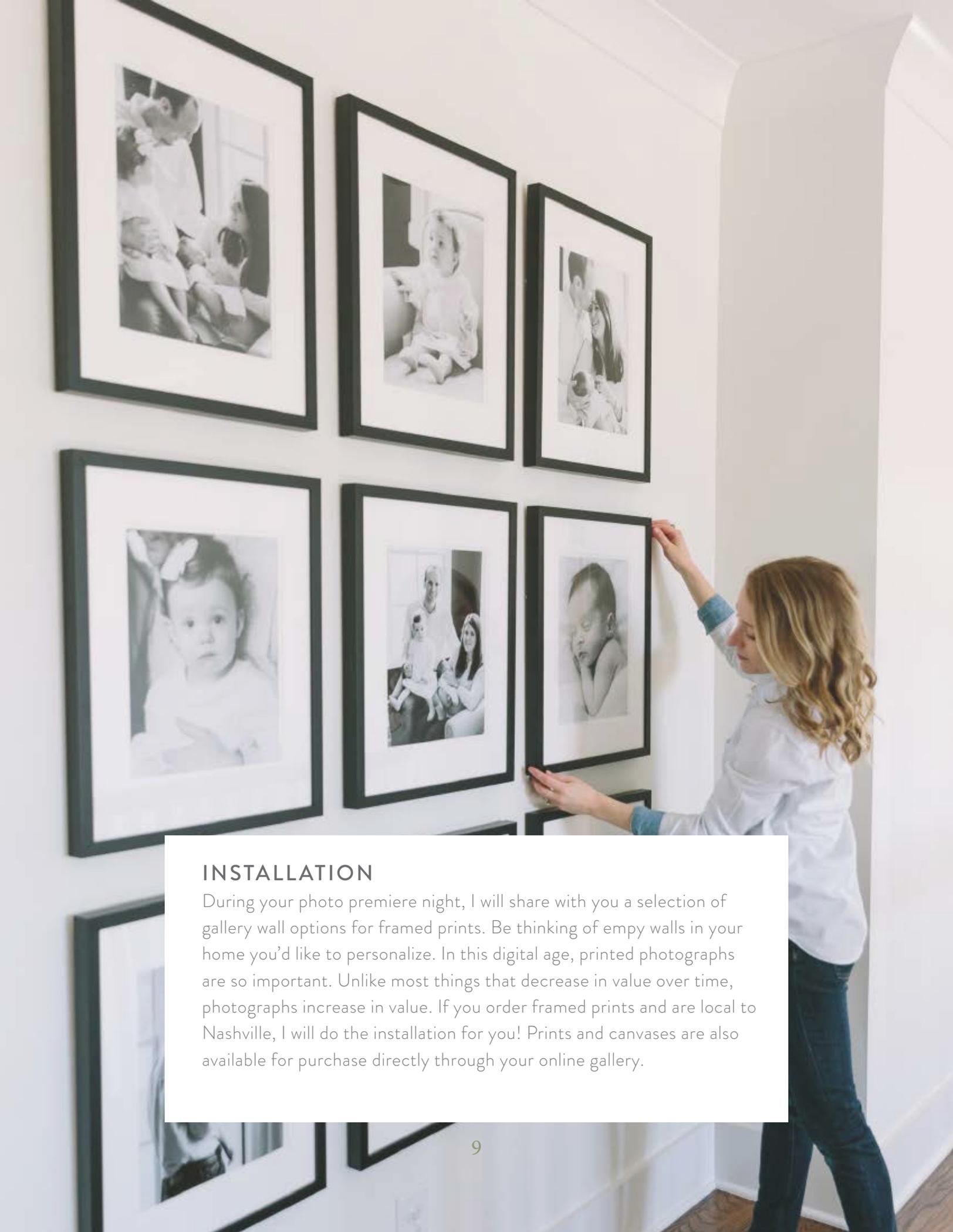
FRAMING

Framed and matted prints range from

\$300 - \$750

and come in black, wood, and gold frames with white mattes.





INSTALLATION

During your photo premiere night, I will share with you a selection of gallery wall options for framed prints. Be thinking of empty walls in your home you'd like to personalize. In this digital age, printed photographs are so important. Unlike most things that decrease in value over time, photographs increase in value. If you order framed prints and are local to Nashville, I will do the installation for you! Prints and canvases are also available for purchase directly through your online gallery.

BOOKING F.A.Q.

CAN WE MEET WITH YOU BEFORE WE BOOK?

Certainly! I would love to hear more about who you are and what you envision for your wedding. Contact me to set up a meeting at a local Nashville coffee shop. This is a great opportunity to get to know each other before the big day.

WHO WILL OUR SECOND PHOTOGRAPHER BE?

Lauren is my associate photographer and shoots almost all of my weddings with me. We've shot wedding together for over four years now. Lauren's work complements mine and we make a good team. If she is unavailable, I have a few other professionals who I work alongside. We are either in two places at once, or shooting together so we can have a variety of angles. You can read more about Lauren on my website.

HOW DO WE MOVE FORWARD AND BOOK YOU FOR OUR DATE?

Send me an email letting me know that you'd like to officially reserve your date as well as which package you would like to book. From there, I will email you a booking proposal where you will select your package and any add-ons, review and sign the contract and fill out some basic contact info.

WHEN ARE MY PAYMENTS DUE?

The first payment is a 50% retainer, which is due when the contract is signed and in order to book your date. The remaining balance is due 30 days before your wedding.

WHAT PAYMENTS DO YOU ACCEPT?

Checks and online payments from a checking account are preferred but credit/debit cards are also accepted.

AM I CHARGED SALES TAX?

Yes, all packages, products and services are subject to TN State Sales tax, 9.25%. This amount will be added to your invoice.

HOW DO YOU DETERMINE EXPENSES FOR DESTINATION WEDDINGS?

Though I'm based in Nashville, I love to travel and frequently shoot outside of the city. No matter how far away your wedding is, don't hesitate to ask for a travel quote. Depending on the location of your wedding, travel fees typically include airfare, rental car, gas, lodging and meals.

ONCE I HAVE PAID MY RETAINER, CAN IT BE REFUNDED IF I HAVE TO CANCEL?

Once the retainer has been paid, your date is officially reserved. It is nonrefundable upon the cancellation or rescheduling of your event. Your paid reservation prevents me from booking anyone else on that day.



ENGAGEMENT F.A.Q.

WHERE CAN I HAVE MY ENGAGEMENT SESSION?

After you decide you would like to book an engagement session, I will send a questionnaire your way to get to know your story. I love to include places that are meaningful to you. For example: where you met, your favorite date spot or park, the place he proposed, etc. If the location is outside of Nashville, a travel fee may apply.

WHAT SHOULD I WEAR FOR THE ENGAGEMENT SESSION?

Choose something classic and timeless that you feel great in, something that makes you feel like “you.” Make sure you choose tones that complement your coloring and the environment we plan to shoot in. I would avoid neons or colors that are too bright or bold that will compete instead of complement. I want your emotions and expressions to be the main focus. Feel free to bring a second outfit to change into halfway through the session to mix it up.

SHOULD I GET MY HAIR AND MAKEUP DONE?

I would recommend hiring a hair/makeup artist to work with you before the session so you feel your best. My recommendation is Lecia Doss, leciadoss.makeup@gmail.com

HOW LONG WILL THE SESSION LAST? HOW MANY PHOTOS WILL WE RECEIVE?

Engagement and bridal session are up to an hour and a half. I will deliver approximately 75 final high-resolution digital images to you.

HOW SOON WILL WE RECEIVE THE PHOTOS?

The turnaround time is about three weeks for portrait sessions. I will contact you with a link to your online gallery.

CAN WE BRING FRIENDS + FAMILY ALONG FOR OUR ENGAGEMENT SESSION?

This time should set aside for just the two of you, so treat it like a date night! This way you'll be comfortable being intimate with each other and won't be distracted by anyone else.



BRIDAL PORTRAIT F.A.Q.

WHY WOULD YOU RECOMMEND BOOKING A BRIDAL PORTRAIT SESSION?

Bridal sessions are completely focused on getting stunning portraits of you in your dress in an unhurried, calm environment. It's a great way to have a preview of your dress, hair, makeup, shoes, jewelry and flowers all before the wedding day. It also allows for a bridal portrait to be displayed at the wedding reception if you choose. One of my favorite decisions from my own wedding was my bridal session, where I included my groom. Ask me about this if you're curious!

WHERE WILL WE TAKE MY BRIDAL PORTRAITS?

I would suggest either your wedding venue, a natural outdoor setting or a studio. We can discuss options when planning your session. Some locations do require a fee to photograph on their grounds, so keep that in mind.

HOW SHOULD I PREPARE FOR MY BRIDAL SESSION?

You can either arrive in your dress or change into your dress if the location allows. It's a good idea to bring a second pair of shoes, such as flip flops, to walk around in until it's time to start the photos. I highly recommend having a bouquet of flowers to help with posing. Most flower shops can give you a "Bridal Portrait Bouquet" version of your wedding-day flowers. This is also a great time to do a trial run with your hair and makeup artist. (Don't feel the need to go tanning right before your session, or wedding either. Natural skin photographs best.) If you're concerned about sitting down in your dress, bring a white sheet that we can use to protect your dress. It's also helpful to have makeup on hand for touch-ups.

CAN I BRING MY MOTHER OR A FRIEND ALONG FOR MY BRIDAL PORTRAITS?

Yes! You are welcome to bring someone along to help with your dress and anything you might need during the portraits like makeup, veil, or a change of shoes.



WEDDING DAY F.A.Q.

DO YOU TAKE POSED OR CANDID PHOTOS?

I photograph a mixture of both, depending on the nature of the subjects I'm photographing. For example, the getting-ready photos, ceremony and reception are all candid, since the focus is documenting events that are already happening. In the time set aside for portraits, I do provide direction, but my goal is to get natural-looking images. Family formals are normally posed to get everyone's faces. The photos of the bridal party are a mixture of both posed and candid.

DO YOU SHOOT FILM OR DIGITAL?

Digital! Shooting digital allows me to create reliable and consistent results and to have complete control over the images while shooting and editing. I shoot in color, but in processing, I convert certain images to black and white.

HOW MUCH TIME SHOULD WE SCHEDULE FOR PHOTOS?

Example Schedule with eight hours of photography coverage:

- 2:30 Final preparation photos + detail photos (dress, rings, invitation suite)
- 3:00 Bride puts on dress
- 3:30 "First Look" + bride/groom photos alone
- 4:00 Wedding party photos
- 4:45 Immediate family photos (parents, siblings, grandparents)
- 5:15 Guests start to arrive
- 6:00 Ceremony
- 6:30 Extended family photos as guests proceed to cocktail hour or hors d'oeuvres
- 7:00 Photos of newlyweds 30 min. before sunset
- 7:20 Introduction of couple to reception; dinner begins
- 8:00 Cake-cutting
- 8:30 First dances and open dance floor
- 10:15 Last song, then invite guests to head out for exit
- 10:30 Send-off

WHAT HAPPENS IF YOUR TIME IS UP BEFORE THE RECEPTION HAS ENDED?

We will create a photo timeline together prior to the actual wedding to ensure that we are there for all of the important moments. We normally stay until the send-off, but if for some reason your reception runs late, you can choose to add on time the day of the wedding, and we will invoice you afterwards. No problem. Each additional hour is \$600.

DO I NEED TO MAKE A LIST OF THE PHOTOS I WANT ON MY WEDDING DAY?

Rest assured, we take care of all that for you! Before the wedding, I will email you a wedding questionnaire to get all of the details we need in order to create a schedule for the wedding day. This will include a space to fill out the family members you would like photographed and any special request photos. Make sure to inform family members when to be ready for photos and to stay nearby after the ceremony.



WEDDING DAY F.A.Q. (continued)

WHAT IS A “FIRST LOOK” AND WHY SHOULD WE CONSIDER IT FOR OUR WEDDING DAY?

A “first look” is a special time set aside before the ceremony for the bride and groom to see each other for the first time on their wedding day. I know. It goes against the old tradition of waiting to see each other during the ceremony. (Did you know that tradition was started back with arranged marriages, when the groom didn’t know who he was marrying until she walked down the aisle?)

By having a first sight, it allows us to take the majority of the photos before the ceremony, and all of your portraits in natural light, before sunset. It allows you to actually be with each other more on your wedding day and for your first moments together to be private and intimate. After photos of the two of you, it allows us to go ahead and take photos with the bridal party and families as well. After the ceremony, it will be a smoother transition to the reception, with just a few extended family photos if needed. Guests won’t be waiting for an hour, and you’ll feel more relaxed and ready to enjoy yourself at the reception.

ANY TIPS FOR THE “GETTING READY” PHOTOS? SHOULD I, MY BRIDESMAIDS AND MOTHER BE READY WHEN YOU ARRIVE?

Allow at least 30 minutes to an hour for the getting-ready photos. Ideally we would begin the photos at least 3 hours before the ceremony, when the bride is just finishing up with hair and makeup. A clean and uncluttered room with natural window-light makes a nice backdrop. The best place to have your hair and makeup done is facing a window for natural light. I recommend that the bridal party and the mother-of-the-bride be dressed with hair and makeup complete when photos start. It’s also helpful to have an invitation and the wedding rings set out together to be photographed as well as the dress out of the cover and hanging up.

DO YOU EDIT ALL OF THE PHOTOS?

The photos are edited down to about 500-700 photos. Those final photos are processed by hand for color, brightness, contrast and sharpness. Retouching (facial blemishes, etc) is normally not needed, but available upon request and may require an additional fee.

DO YOU HAVE INSURANCE AND BACKUP EQUIPMENT?

Yes and yes! I am licensed and insured with business and liability insurance. I always bring a backup camera, lenses, flash, lighting equipment, memory cards and batteries to shoots.

WHAT EQUIPMENT DO YOU NEED TO SETUP? WHAT ATTIRE DO YOU WEAR?

I like to be as mobile as possible and shoot with one camera bag on my shoulder. I do not set up lights unless absolutely necessary. (For example, if we have to take family photos after sunset inside.) I always wear a black dress, keeping it simple and classy.

WHEN WILL I SEE MY PHOTOS?

I know that you will be anxious to see you photos after the wedding! My turn-around time is about eight weeks. Don’t worry; you’ll be the first to know when the photos are ready. Once finished, I will upload your photos to your online gallery and send you a link to access it with a code to download your photos from the gallery.





ABOUT RACHEL

It all started in middle school.

Every birthday and every Christmas, I would ask for a new camera. Photography quickly became my creative outlet, a response to the beauty around me, a way that I could relate to the world and express myself. Every day, I would take my camera to school, and when people weren't around, I would set up still-life photo-shoots in my room with lamps and whatever I could find.

In high school, Dottie White, who was 60 years my senior, became my mentor. An avid photographer and lively woman, Dottie had a head full of thick, white hair and dark skin from years of living in Panama. She had the best stories and wore a

huge grin and decorative necklaces. Even in her 80s, she enjoyed conversation and could always be found out and about, walking or volunteering.

Dottie was always encouraging me in my photography, letting me borrow photo books, and showing me her old film prints from when she lived in Panama. When I decided I wanted to pursue photography, she helped me look into different schools and majors, leading me in the right direction and giving me the confidence of someone who had gone before me.

In 2008 I photographed my first wedding and in 2010 I received my degree in photography. I realize the weight of trusting someone to photograph such important events in life and consider it an incredible honor.

When I got married, Dottie was there. My last memory with her is going through my wedding album together that next year. With joy and pure delight, she looked at each page, and when we got to the end of the album, she wanted to go through it again. Dottie is no longer with us now, but I will always remember the power of her words and insight: “You know, I think photographs help us realize how beautiful the world is. Because sometimes, we seem to forget.”



REVIEWS

“I cannot say enough good things about Rachel Moore. She could not have been nicer and easier to work with on our big day, and while she was always there to capture that special moment, you never knew it. She has great direction for the more formal shots and was inconspicuous when snapping the more candid shots. She is a true professional and a joy to work with. We treasure our photos and our album we purchased from her, and I am so thrilled I found her!”

- Julia Metzger // Chattanooga, TN // Laurelwood Farm Wedding

“Rachel Moore was beyond worth the investment, and her pictures were definitely worth the wait! She was very highly recommended, and I would give her name to anyone who wants their big day to be vividly relived every time they gaze at their pictures.”

- Lucy Moss // Nashville, TN // Loveless Barn Wedding

“Her work is ALWAYS excellent. After my wedding I got so many compliments, not only on the pictures themselves but about how professional Rachel and her assistant were. Worth every penny! I plan to use her for all our future photography needs.”

- Jennye Parker Sneed // Nashville, TN // Scarritt Bennett Wedding

“We could not be happier that we chose Rachel Moore to be our photographer! She truly has a gift for capturing the spirit and feel of the moment. Her sweet and fun personality made us feel more calm and collected amidst all the stress and nerves of that exciting day.”

- Haley & Aaron Klein // Lexington, KY // Waveland Historic Site Wedding

“She did an amazing job capturing every moment of our perfect day. She has such a gift for capturing candid, special moments – some of my favorite wedding pictures are the ones that weren’t posed or planned. We have been showered with so many compliments over our pictures, and I know we will cherish them for the rest of our lives.”

- Alexis Purdom // Nashville, TN // Scarritt Bennett Wedding

“As a wedding planner, I have worked with many photographers in the Nashville area. I have had the pleasure of working with the talented Rachel Moore on several different projects including weddings, engagement shoots, styled shoots and dinner parties. Her work is flawless, and she has always gone above and beyond for our team. Her creative direction and assistance with posing has been extremely helpful for many of our clients. She has a talent for capturing details and emotion that is exceptional.”

- Commerce Street Events



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