



TEN.2.TEN PHOTOGRAPHY
TORONTO WEDDING PHOTOGRAPHERS

specializing in creative storytelling

2017-2018 Pricing Guide



HELLO, NICE TO MEET YOU!

MEET ERIKA: OWNER AND TEAM MEMBER



Hello - my name is Erika Hammer. I'm a Toronto wedding photographer, a wife to an amazing husband, a new mom to a sweet little boy and owner of 3 pretty unique cats. I'm a little bit geeky, a tad bit goofy and I'm immensely in love with capturing love stories. In 2015 I was awarded the honour of being chosen as one of the Top 30 Wedding Photographers in Canada and in 2015 as well as 2016 one of the Top 10 Wedding Photographers in Toronto.

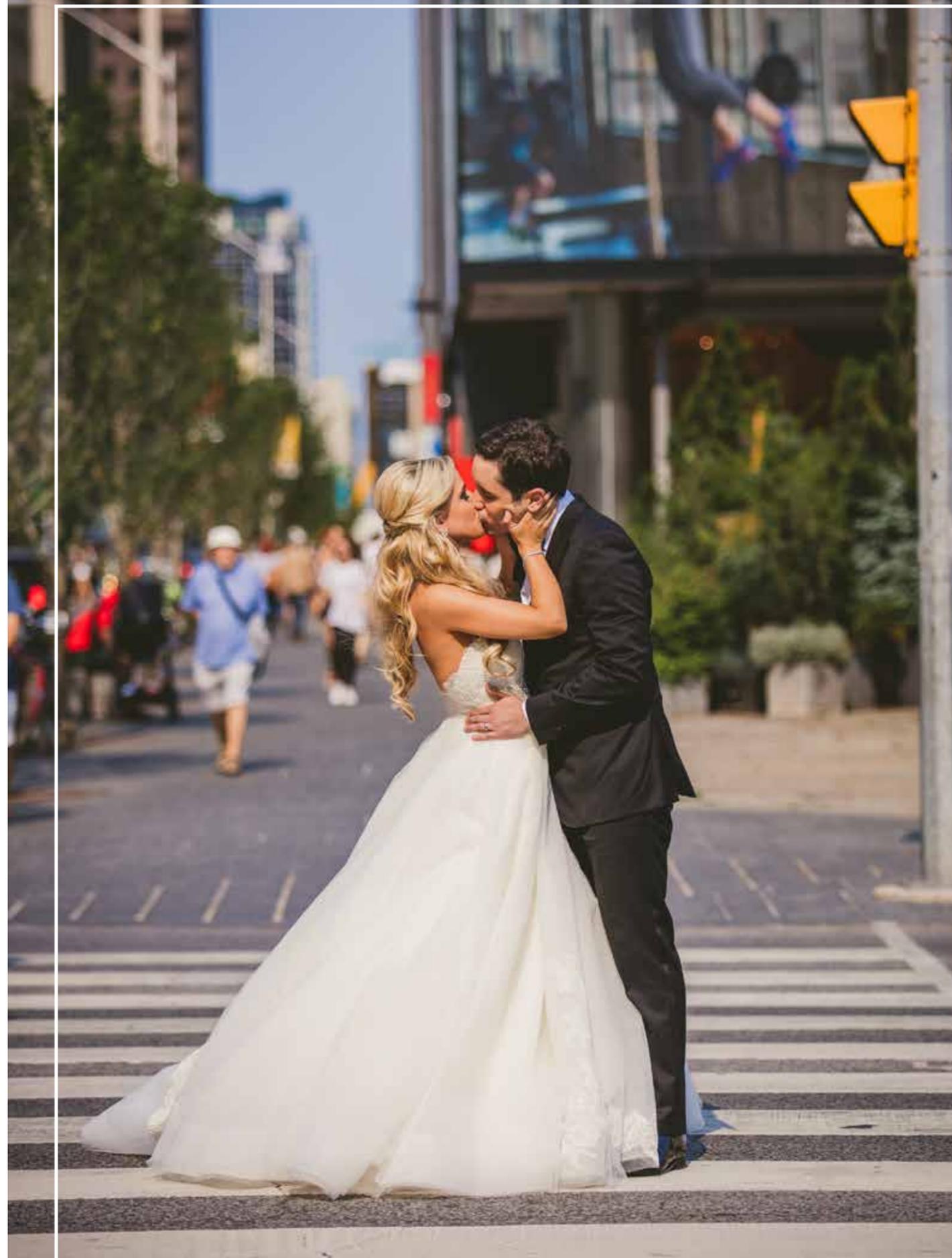
I honestly cannot begin to describe just how much I truly adore being there on a wedding day; capturing the dynamic story of a day full of activity and emotion, and creating beautiful and meaningful images for you to remember it by. Your wedding day story deserves to be captured in all of its glory - and that's where I come in!

I thrive on my client's energy, their passions, their triumphs and their achievements. I am inspired by the excitement as the wedding day approaches and by the love you share for one another. On the wedding day, I'm just as excited to be there as you are. My style is mixed and cannot be placed into simply one category. My approach is that of creative storytelling and my editing style is warm, vivid, fresh and pure.

My approach to a wedding day is simple: I'm there to tell a story. I'm there to capture the story as it unfolds; naturally and unobtrusively. There may be times when I ask you to move position to find better light, but I will never ask you to re-play moments or "fake" moments that have already passed. I'm not there to direct - I'm there to capture. Of course this changes ever so slightly once the formal portrait session arrives at which point I will provide gentle direction and prompts that help the natural you show since most people are admittedly shy in front of a camera.

I love my associates; Sarah and Jennifer are such an important part of the team. The beauty they capture and the art they can create constantly blows me away. Having them as a part of my team was one of the best decisions I ever made. We love what we do and we love our clients so very much.

We are storytellers. We are artists. We are all a little silly, we are all immensely caring and we are all ridiculously passionate about capturing your love story. We can't wait to work with you!





THE TEN.2.TEN DIFFERENCE

WHAT MAKES US UNIQUE?

EXPERIENCE

In our near-decade of capturing wedding days, we've been fortunate enough to capture stories that are so unique and so intimate that even the best authors in the world would stumble over the right words to describe the experience. We've been lucky enough to work in some of the most beautiful wedding venues in Toronto (and within Southern Ontario) but we've also captured wedding days in a variety of dynamic locations that have required substantial troubleshooting in order to make amazing images.

We've captured portraits of some of the most photogenic couples but we've also been able to do the same with those who have a fear of being in front of a camera, those who are shy and those who simply aren't interested in photography (but are doing in for their partner). They've all loved their photos. We've photographed weddings on beautiful sunny days and we've been rained out; we've always been able to help our couples put plans in place to make the most out of any whether situation. We've photographed wedding days that run on time and we've photographed days that have considerable delays; we've always been able to stay calm and collected and be a rock from which our couples can gain strength.

Wedding photography is a field with a high turnover rate; there is always new talent coming in, offering services at low prices for a few years and then disappearing; we've been around long enough to see several cycles of this already. We can do what we do because of the experience we've gained over our years in the profession. *There is value in experience, always remember this.*

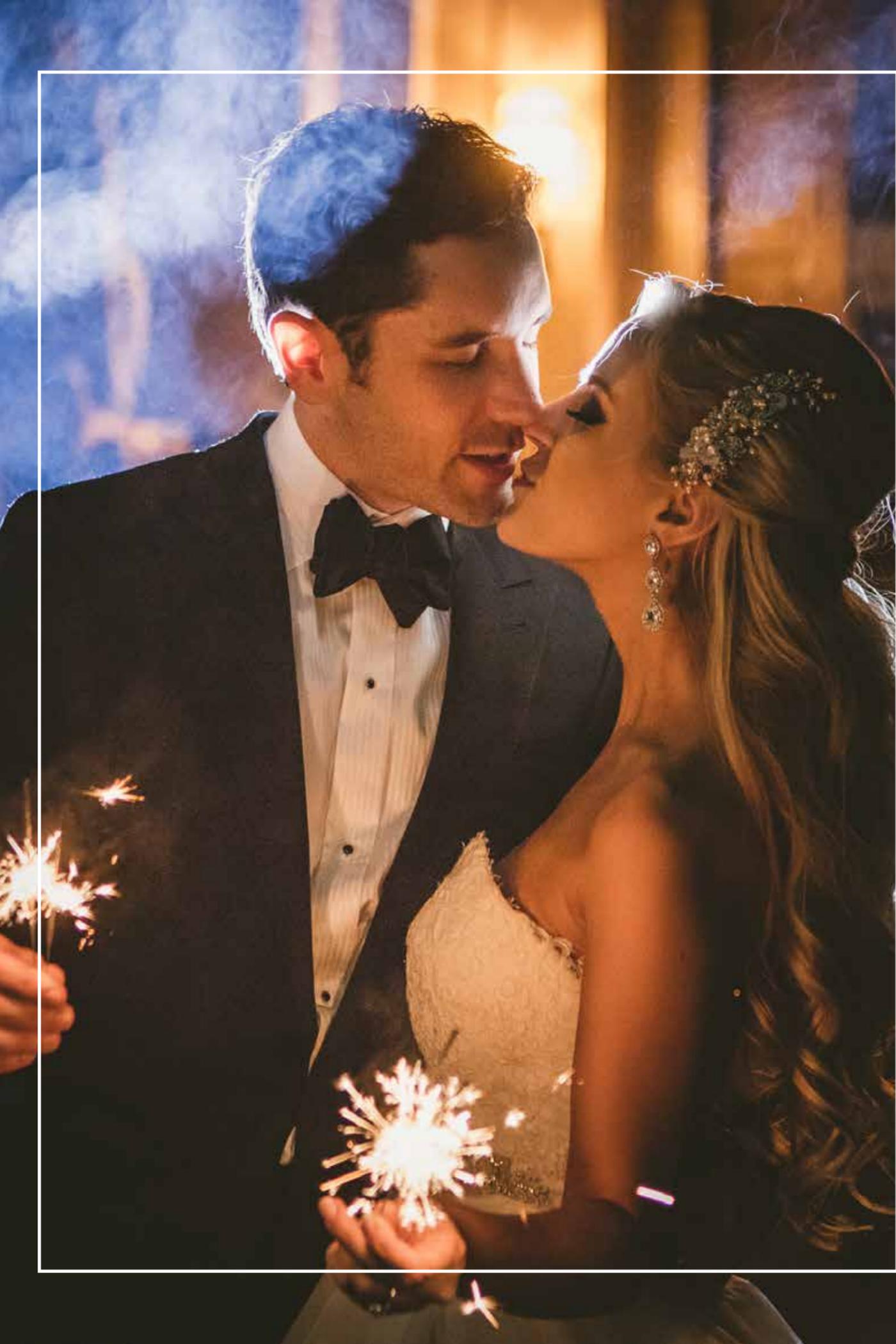
TIMELESS STYLE

We understand the appeal of trendy and chic styles; the types of images that you are bombarded with in wedding magazines and blogs. We also understand that certain styles and trends are fleeting and that wedding photos should be loved for years to come. Our style is influenced by current trends but never based entirely on them; our images are a combination of timeless and chic with a style that represents who you are today as a couple but that will always stay fresh throughout the years. Our style is achieved through documentary (candid) inspired photography with a focus on artistic portraiture incorporating natural emotions.

QUALITY ARTISTS & QUALITY PRODUCTS

The relationship we have with our clients is crucial to our success; without them we wouldn't be where we are today. It is of the utmost importance that we provide our clients with quality products as well as quality artists. We are a company that promotes quality because we understand the value of the product that we are providing. A wedding day is non-repeatable. You have one chance at getting great photos and we respect that.

While your wedding dress will get hung up after the wedding and your makeup will be washed off and your hair combed through, the investment you make into your wedding photos will be the only investment you make whose value will actually increase over time.



EVENT-BASED COVERAGE

FLEXIBILITY + PEACE OF MIND

Most couples book their wedding photographer very early in the planning process. In fact, a photographer is typically the second or third vendor booked.

When your plans are still in their infancy, it's next to impossible to know exactly how many hours of coverage you'll need on a wedding day. That is why you'll notice that we don't offer 6, 8 or 10 hour packages.

HOW ARE YOU EXPECTED TO KNOW HOW MANY HOURS OF COVERAGE YOU ACTUALLY NEED IF YOU DON'T HAVE A SOLID TIMELINE YET?

Instead of the traditional "hourly" package coverage, our wedding photography packages are based on the events that occur during the day of an average western wedding. While most couples have no idea, at the time of consult, what amount of coverage they need (whether it's 6 hours, 8 hour or even 10 or 12!) they do know; however, which parts of their day they want covered.

Rather than limiting your wedding day coverage to a strict number of hours (which can force you to squeeze your day into a timeline that simply isn't realistic), event-based coverage allows you to tell us which parts of the day you want the coverage to start and stop at; no matter how long it takes between those events.

By offering event-based coverage, we provide our clients with the ability to choose the correct package for their needs from the moment we meet. Not only does this provide peace of mind for the clients but helps with wedding budgeting as you don't need to factor in the possibility of overtime charges.

EVENT-BASED COVERAGE:

is very flexible

reduces the risk of overtime fees

allows you to enjoy your wedding day

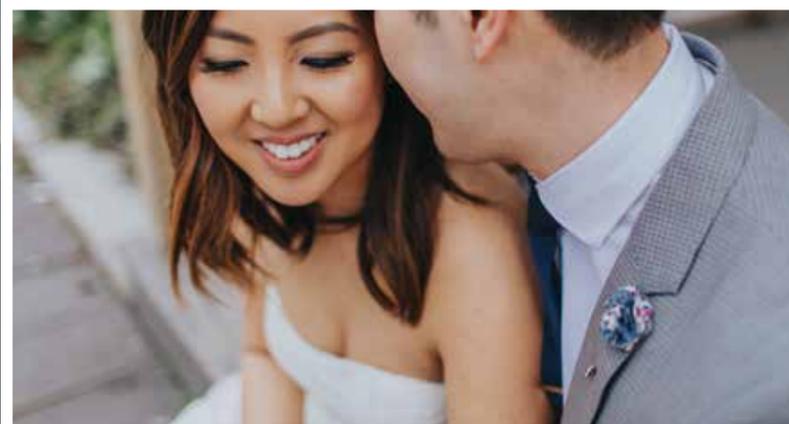
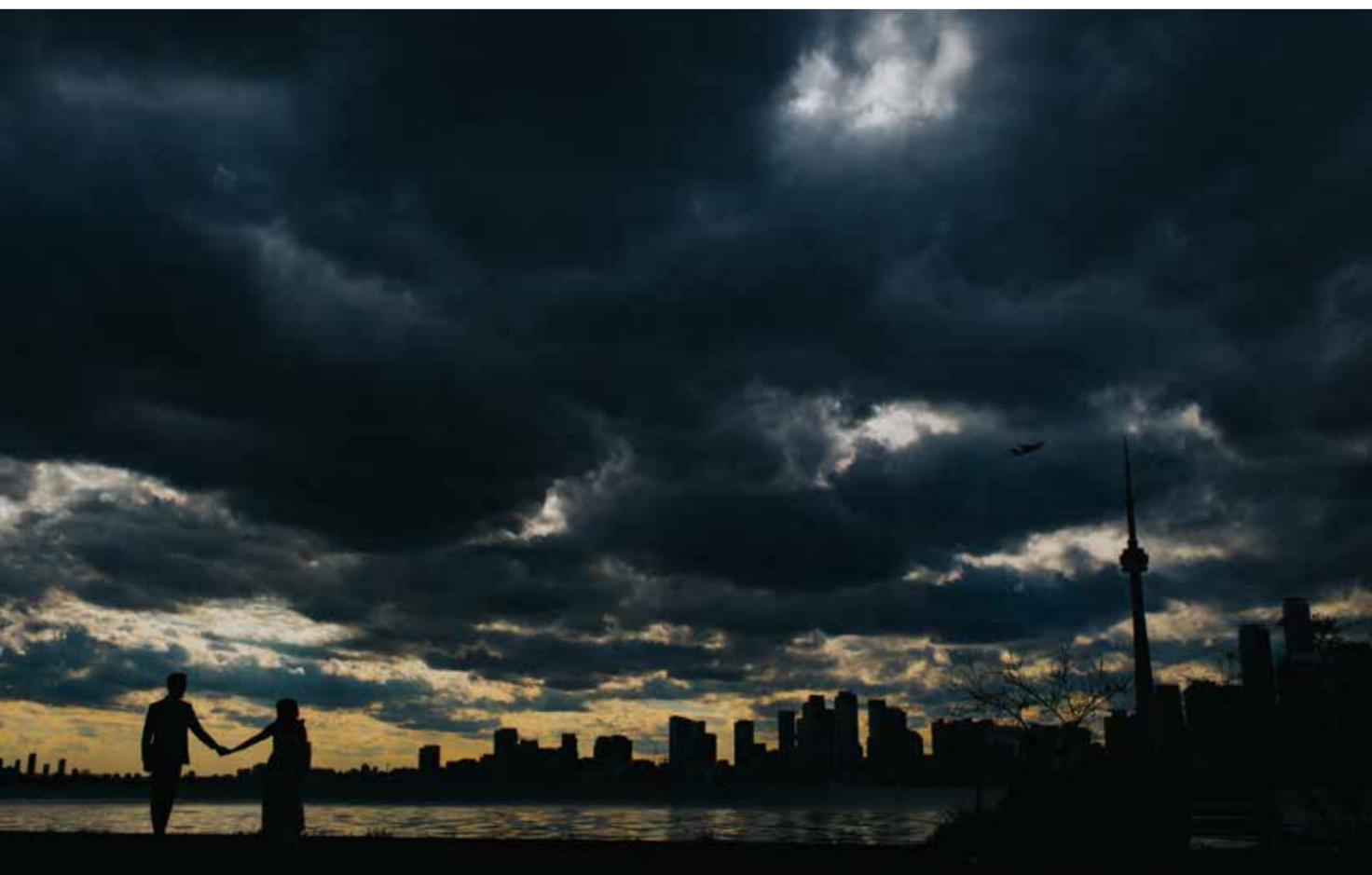
makes it super easy for you to choose your package

Don't worry about what time your photographer is leaving! Worry about getting married and having FUN instead!

Our event-based packages are based on a traditional western wedding day in regards to the events they refer to. If the events of your wedding day fall outside of a traditional western wedding day (ie: doorgames, tea ceremony, etc.) send us an email at info@tenztenphotography.com and we'll make a custom package for you!

2017-2018 WEDDING PACKAGES

2017-2018 WEDDING PACKAGES



EPIC STORY

HEIRLOOM STORY

FULL STORY

SHORT STORY

Coverage by 1 photographer beginning 60 minutes before the bride puts on her dress, including 30 minutes with the boys pre-ceremony, followed by ceremony, formals and reception coverage until 30 minutes after the dance floor opens.

1 - giclée printed 12x12 Bride and Groom Album with 20 sides, linen cover and custom text imprinting

2 - parent albums

1 - 24x36 Acrylic Print

Printable, high-resolution files on USB
+ an online gallery for 30 days
Complimentary Engagement Session

ERIKA OR JENNIFER @ \$5,399
SARAH @ \$4,599

Coverage by 1 photographer beginning 60 minutes before the bride puts on her dress, including 30 minutes with the boys pre-ceremony, followed by ceremony, formals and reception coverage until 30 minutes after the dance floor opens.

1 - giclée printed 12x12 Bride and Groom Album with 20 sides, linen cover and custom imprinting

High-resolution files on USB
+ an online gallery for 30 days

Complimentary engagement session

ERIKA OR JENNIFER - \$4,499
SARAH - \$3,699

Coverage by 1 photographer beginning 60 minutes before the bride puts on her dress, including 30 minutes with the boys pre-ceremony, followed by ceremony, formals and reception coverage until 30 minutes after the dance floor opens.

High-resolution files on USB
+ an online gallery for 30 days

Complimentary engagement session

ERIKA OR JENNIFER - \$3,499
SARAH - \$2,799

Coverage by 1 photographer starting 30 minutes before the bride puts on her dress immediately followed by ceremony, formals and coverage until the start of dinner service.

High-resolution files on USB
+ an online gallery for 30 days

Complimentary engagement session

ERIKA OR JENNIFER - \$2,999
SARAH - \$2,299

A VISUAL GUIDE TO OUR PACKAGES

WHAT EVENTS DO YOU WANT COVERED?	SHORT STORY	FULL STORY	HEIRLOOM STORY	EPIC STORY
EXTENDED MORNING BRIDAL COVERAGE		X	X	X
GROOM GETTING READY		X	X	X
BRIDE GETTING READY	X	X	X	X
CEREMONY	X	X	X	X
FORMAL PHOTOS	X	X	X	X
COCKTAIL HOUR	X	X	X	X
DINNER		X	X	X
SPEECHES		X	X	X
30 MINUTES OF DANCEFLOOR COVERAGE		X	X	X
COMPLIMENTARY ENGAGEMENT SESSION	X	X	X	X
USB OF EDITED, HIGH RESOLUTION IMAGES	X	X	X	X
12x12 BRIDE + GROOM ALBUM			X	X
8x8 PARENT ALBUMS (2)				X
24x36 ACRYLIC PRINT				X
PACKAGE COST:	ERIKA - \$2,999 JENNIFER - \$2,999 SARAH - \$2,299	ERIKA - \$3,499 JENNIFER - \$3,499 SARAH - \$2,799	ERIKA - \$4,499 JENNIFER - \$4,499 SARAH - \$3,699	ERIKA - \$5,399 JENNIFER - \$5,399 SARAH - \$4,599

All prices are subject to HST and subject to change without notice.

For weddings days whose single day events fall outside of the traditional western wedding day, a custom (yet flexible) package can be created for you. For multi-day events, we can provide a custom quote based on the number of consecutive hours of coverage you require on each day and number of photographers required. Custom elopement packages may be available to those who are booking less than 3 months from their wedding date and who require elopement-style coverage.

CUSTOMIZE YOUR PACKAGE

YOU CAN ADD THE FOLLOWING TO YOUR PACKAGES TO CUSTOMIZE

ADDITIONAL TIME
as low as \$179 per 30 mins.

SECOND PHOTOGRAPHER
\$349 for 8 hours
when booked at consult
(regularly \$499)

BRIDE + GROOM ALBUMS
Starting at \$1,299

PARENT ALBUMS
Starting at \$599

ENGAGEMENT BOOKS
\$399

PROOF BOOKS
\$249

GIFT-SIZE PRINTS
starting at \$5

WALL PRINTS
starting at \$99

CANVAS
starting at \$199

ACRYLIC
starting at \$299



A LA CARTE

ADD-ONS AND EXTRAS TO CUSTOMIZE YOUR PACKAGE

SECOND SHOOTER (PROMO) - \$349

Regularly \$499. Available at promo price when booked at time of consult. Captures the candid moments and provides additional detail to your story. Promo valid for 8 consecutive hours. Additional hours \$49/hour.

PROOF BOOK - \$249

A proof book is a press printed, coil bound book that contains 8 images per page which showcases each and every image from your wedding day. Proof books are a great way to have a small, printed version of all your photos and they are a great way to help you select which images you want to print in the future.

ADDITIONAL TIME: STARTING AT \$179

Starting at \$179 per 30 minutes based on your choice of photographer.

Lengthen the start or end time of your package to create more coverage.

BUCKET LIST: \$300 PRINT CREDIT

If your wedding day location takes place on Erika's bucket list location and you've booked with Erika, you'll be privy to a \$300 print credit to put towards any A la Carte wallprint (size 11x14 or larger), acrylic, canvas or an A la Carte bride & groom album.

Some restrictions apply.

ENGAGEMENT PHOTOS: STARTING AT \$449

Standalone engagement sessions are available with Sarah for \$449 or with Erika or Jennifer for \$599.

Sessions are up to 2 hours in length and include a gallery of edited images delivered via digital download. Sessions are typically booked on weekdays although select weekend dates may be available based on workload.

DESTINATION WEDDINGS

We love to travel and are available Canada-wide and for select dates worldwide.

We require airfare, hotel and rental car for the duration of our stay in addition to the purchase of the package of your choosing. Let's chat more about your destination wedding so we can learn about how many days you'll require our services and how we can make your story truly epic while we're there with you.

ENGAGEMENT BOOK - \$399

A 20-page press printed album that contains approximately 15-20 of your favourite images from your engagement session as well as blank pages for your guests to sign and leave you sweet messages! Designed exclusively by your photographer.

TRAVEL FEES

Travel beyond the Toronto is available for both engagement sessions and weddings days. Our rate for traveling is \$0.60 per km. Depending on location, overnight stay may be required. A custom quote will be provided.

A LA CARTE ALBUMS

A LA CARTE PRINTS



COUPLES ALBUM: \$1,299

PARENT ALBUM: \$599*

- Includes 20 pages with option to expand
- Size: 12x12 with material cover
- Album designed in-house with your favourite images
- In-person proofing session
- Lay-flat binding
- Giclée Printing; Museum quality fine-art prints
- Thick, sturdy pages

CUSTOMIZATION OPTIONS

- Additional Spread (\$59)
- Cover upgrade: Canvas (\$179), Genuine Leather (\$279), Acrylic (\$329) or, for giclée only, distressed leather wrap (\$379)
- Standard Printing + Thick Pages (\$99)
- Text Imprinting (\$99)
- Custom Box (\$449)

- Includes 20 pages with option to expand
- Size: 8x8 with material cover
- Album designed in-house with your favourite images
- Design can differ from couple's album
- In-person proofing session
- Lay-flat binding
- Giclée Printing; Museum quality fine-art prints
- Thick, sturdy pages
- *when purchased with a couples album.
- *\$699 if purchased alone.

CUSTOMIZATION OPTIONS

- Additional Spread (\$49)
- Cover upgrade, printing options same as couples album
- Custom Box (\$349)

SIZE

WALL PRINTS

CANVAS

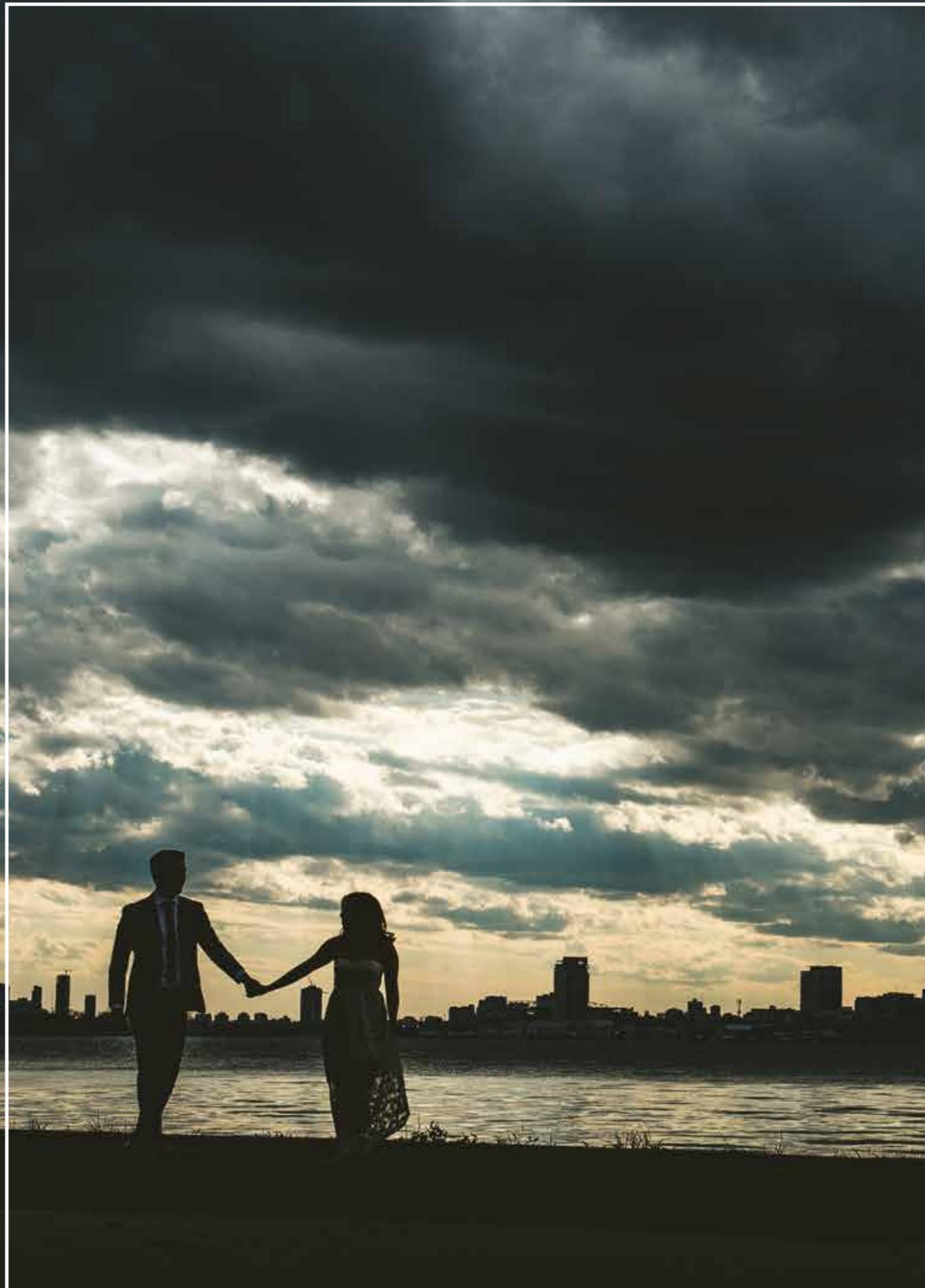
ACRYLIC

11x14	\$ 99	\$ 199	\$ 299
16x20	\$ 149	\$ 349	\$ 499
24x30	\$ 199	\$ 599	\$ 749
24x36	\$ 249	\$ 699	\$ 899
30x40	\$ 299	\$ 899	\$ 1,399

IN-HOME PRINT CONSULTATION

Not sure what to do with your prints? Should you hang some? Put some on the end table? And what size should you order? Would a canvas be the best fit or maybe an acrylic? What's the difference? Ordering prints can be overwhelming and many get frustrated and simply decide not to print at all. But why would you want to invest in an awesome photographer only to leave your images hidden?

Schedule your complimentary post-wedding print consultation with Erika 2-weeks after you receive your online gallery of images. Using her expertise in printing and design, she can help suggest which prints will fit perfectly in your space.



ENGAGEMENT PHOTOS

WHY WE INCLUDE THEM FOR FREE

Every short, full, epic or heirloom wedding package comes with a complimentary engagement session.

Yes - you read that correctly.

Complimentary.

As in... FREE.

*Why would we give away an hour of our time for free, you ask?
It's simple.*

IT HELPS YOU GET BETTER PHOTOS ON THE WEDDING DAY.

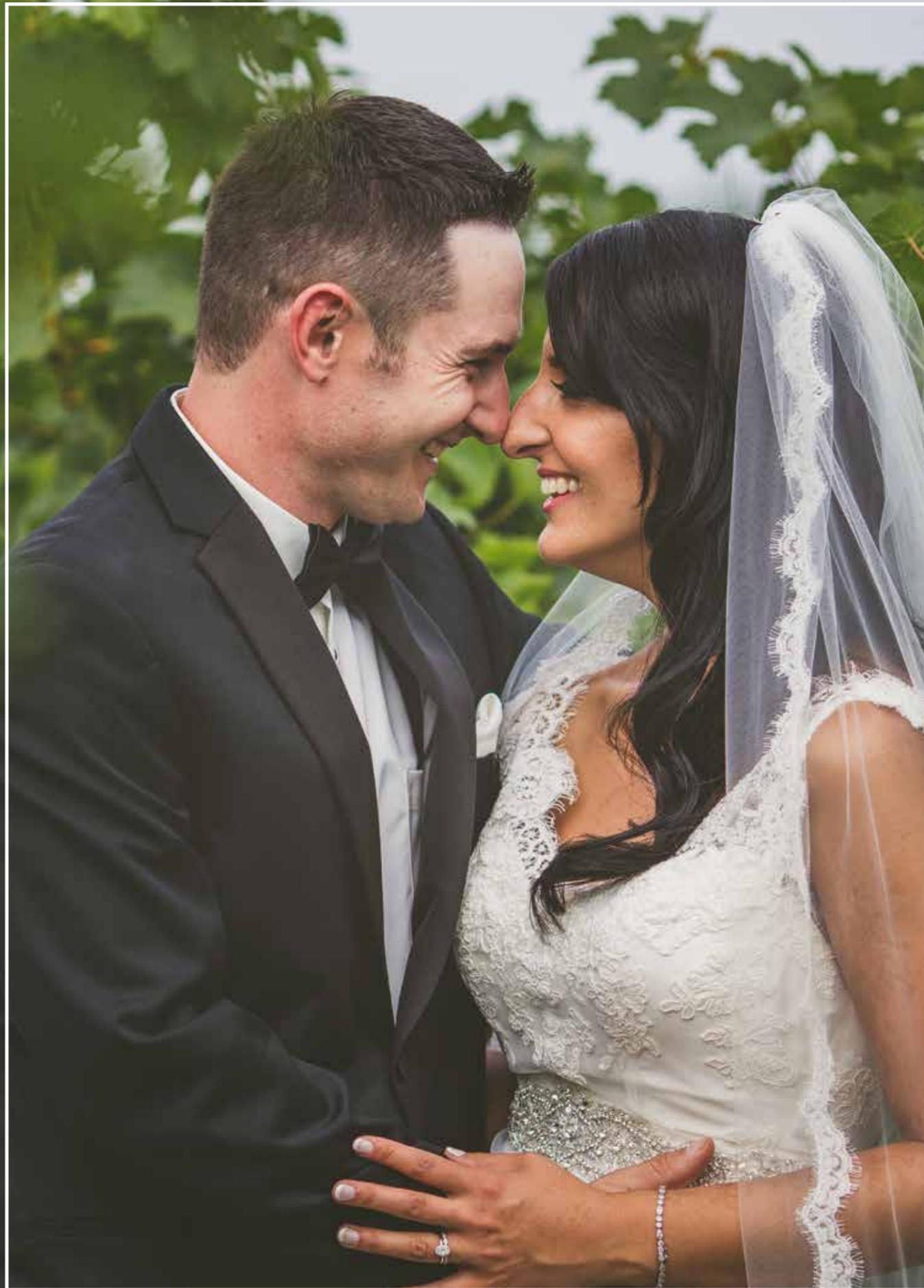
We include a 1-hour, engagement session as a part of our packages as a way for us to get to know YOU better; think of it as an extension of your consult meeting with us. Not to mention, it's also a great way for YOU to get rid of those "in front of the camera nerves" that most couples suffer from.

As photojournalists, our job is to capture you as you are with very little direction. We capture emotion, reaction and interactions. While we do have a thorough set of skills to bring to the table in terms of helping you relax and making you feel comfortable, there's also something to be said about a client's natural comfort without our intervention. The more relaxed you are in front of the camera, the more expressive your photos will be. Since it's normal for a lot of couples to feel tense and nervous their first time in front of a camera, we include this free engagement session to help reduce your nerves and to help make sure that once the wedding day rolls around, any anxiety you feel about having your photos taken will be greatly reduced.

We highly recommend scheduling your engagement photos in the time frame right before sunset or right after the sun rises in the morning (if you're an early bird!). In order to get that warm, sunny and glowing look to your photos, the time of day that we shoot is crucial.

Together, we will choose the optimal location for your engagement photos so that you feel like you're in your element and can be yourself and have fun. Eventually, you'll forget the camera is even there!

We can't wait to get to know you better and work with you at your engagement session. Let's start chatting about what you're looking for in terms of vibe, feel and location!



DO YOU NEED 2 PHOTOGRAPHERS?

ADVANTAGES AND DISADVANTAGES: LET'S DISCUSS

By default, our packages contain 1 photographer. We have the option of adding a second professional, experienced and talented wedding photographer to your package if you so wish.

SO WHAT'S BETTER, ONE OR TWO PHOTOGRAPHERS?

Truthfully, it depends on your wedding. Everyone's wedding is different which is why we allow the option for clients to add on the second photographer if they feel they need it.

REASONS TO HAVE A 2ND SHOOTER:

Your photographers can be in two places at once

A different perspective on the events

A slightly more thorough story due to a small increase in image count

Added protection against photobombers or gear failure

There are certainly benefits to having a second photographer, there's no question about that. There are, however, also some disadvantages when it comes to having multiple photographers present on your wedding day. Let's explore those:

REASONS TO NOT HAVE A 2ND SHOOTER

Adds an extra expense

Overcrowding in small rooms

Accidental photo-bombing of primary by the 2nd shooter (if they are newer)

Accidental photo-bombing of videographer by the 2nd shooter (if they are newer)

Quality may be inconsistent (if they are newer)

Only a small fraction (5-10%) of photos even come from the second photographer

You'll notice a lot of the disadvantages are due to having a NEW photographer as a second shooter. At Ten·2·Ten we choose to work with only experienced professional second shooters (never new talent) not because we don't appreciate those new in our field but because we are a fine-art wedding photography company who truly feels like your wedding day is not a place for a new photographer to practice their skills; rather, a second photographer should be experienced and talented and capable of getting the shots you expect.

There's no point in having extra photos from a second shooter if none of them are usable. In our opinion; having an inexperienced or semi-experienced second photographer present poses greater risk than it does benefit which is why we choose only to work with established, competent photographers as our second shooters. This is why our second shooters have a small fee associated with them and why you're given the option as to whether or not you want to include that fee.

We're happy to work solo or with a second shooter and we would be more than happy to advise you of what we feel, based on our experience, may be best for your wedding day.

YOU HAVE THE OPTIONS TO CHOOSE WHAT IS BEST FOR YOU.

SAY HELLO TO JENNIFER + SARAH!

In 2015, Jennifer + Sarah joined the Ten·2·Ten Photography team alongside Erika as experienced wedding professionals. Both Jennifer and Sarah are lead photographers with Ten·2·Ten and have exclusive portfolios on our website. You met Erika at the beginning of this magazine, but now it's time to meet the other awesome team members at Ten·2·Ten Photography.



A LITTLE BIT ABOUT JEN

Like Erika, Jennifer is an extensively experienced photographer who has trained at some of the best workshops in North America. Jennifer's documentary style approach to a wedding day and super bubbly personality is what makes her the perfect fit for the Ten·2·Ten Photography team. Jennifer is able to not only capture those non-repeatable wedding day moments but also the moments in between those moments. The ones where you're really being you; the raw emotions of the day. Jennifer has the ability to capture the most beautiful stories and create an album of heirlooms as you start your first chapter of married life together.

A LITTLE BIT ABOUT SARAH

After graduating with a degree in fine art from OCAD, Sarah has been photographing weddings and engagements for nearly three years. She is highly devoted to capturing candid moments and a couple's genuine interaction in order to tell an uninterrupted love story. Sarah is highly devoted to her craft; continually learning and embracing new techniques. With each new wedding or engagement session, Sarah grows not only as an artist but becomes even more integral to the team at Ten·2·Ten Photography. Sarah's sweet yet silly personality allows her to create beautiful bonds with her clients and establish a strong rapport from the moment she meets with you.

WHO'S THE BEST FIT FOR YOU?

All of our photographers share the same approach: to capture the day unobtrusively and in a beautiful way. As artists we all also have a unique skill sets that give us an individual flare. Let's chat about what your needs are and we'll be happy to make a recommendation (if you haven't already decided on who you want to work with).

HOW FAR IN ADVANCE DO YOU BOOK?

While we typically book 12-18 months in advance, you're welcome to contact us at any time to check our availability.

WHAT'S THE PURPOSE OF THE CONSULTATION?

It's important for you to get to know your photographer and it's important for us to get to know you, too. At the consultation we will answer all your questions but also make sure that we are the right fit for each other and share the same vision for your wedding day coverage.

CAN YOU OR SHOULD YOU BOOK AT THE CONSULTATION?

While booking at the time of consultation is not mandatory, you will be offered the opportunity as many clients do prefer to book at consult in order to secure their date. The choice is up to you. We strive to create a no-pressure environment but we do kindly remind our client that we cannot formally hold your date without a signed contract and retainer placed.

WHERE ARE CONSULTATIONS?

All our consultations take place at our cozy home office in North York. Skype consultations are available for those who are out of Toronto.

WHAT IS THE DEPOSIT AMOUNT?

We require a 30% deposit at the time of signing your contract.

WHAT FORMS OF PAYMENT DO YOU ACCEPT?

We accept email money transfer (preferred) as well as credit card.

DO YOU SELL RAW IMAGES?

For many reasons we do not sell or release RAW images; rather we sell completed, high-resolution images with our edits applied to them. This is the industry standard and we cannot make exceptions. Sorry!

CAN WE CUSTOMIZE OUR PACKAGE?

Packages are designed in such a way that you can add time at the beginning or end to customize. We also have a full A la Carte menu of additional products and services to choose from. If you are only requiring a few hours of coverage and your wedding date isn't too far into the future, contact us to learn more about our elopement packages. Please bear in mind

WHAT IF MY WEDDING DOESN'T FIT YOUR PACKAGE DESCRIPTION?

The event-based coverage packages are designed to fit a traditional western wedding day outline. If you have other elements to your day that fall outside of the description of these packages, or if you're having a multiple-day wedding, please send us an email at info@ten2tenphotography.com and we can provide a custom quote for you.

CAN I SAVE MONEY BY REMOVING THE ENGAGEMENT SESSION?

The engagement session, as stated in the package description, is genuinely complimentary. You can opt not to take advantage of the free session (but really, it's FREE so why would you pass it up?) but there is no change in the cost of the package if you remove them.



**CONTACT US AT:
INFO@TEN2TENPHOTOGRAPHY.COM
TO SET UP YOUR CONSULTATION**

