



THE CRAWFORD PORTFOLIO

VISUALS BY ALEX

Event Coverage Pricing Guide

For brand launches, corporate events, private parties, activations, and general event coverage (non-wedding).



Photography Package

\$450

- up to 4 hours of event coverage
- 1 photographer
- 150+ edited high-resolution images
- private online gallery within 5-7 days
- print/usage release for marketing & socials
- content package: 4 story features tagging host/brand/venue

*\$150/hr for additional coverage beyond 4 hours



Videography Package

\$900

- up to 4 hours of event coverage
- 1 videographer + 1 drone coverage
- 2-3 minute cinematic recap video
- 1 Instagram/TikTok Reel produced & posted tagging host/brand/venue
- new high-quality client for the client's own use
- delivery within 5-7 days with 48-hr rush available +\$250

*\$150/hr for additional coverage beyond 4 hours



Both

(Save ~\$250 vs. booking separately)

\$1,500

- up to 5 hours of event coverage
- 1 photographer + 1 videographer with drone
- 200+ edited photo
- 2-3 minute cinematic recap video
- 2 Instagram/TikTok Reels produced & posted Tagging host/brand/venue
- private online gallery + raw highlight clips
- delivery within 5-7 days with 48-hr rush available +\$350

*\$150/hr for additional coverage beyond 5 hours

ADD-ONS

	Extra reel (beyond package default)	\$250 each
	Same-day teaser edit (delivered night-of)	\$250
	Secondary videographer	+\$500
	Second photographer	\$400-\$550
	Travel outside local radius	Custom quote (mileage + lodging at cost)
	Additional edited photos beyond package count	\$2-\$4/photo



THE CRAWFORD PORTFOLIO

CREATIVE

NOTES FOR YOU



- Reel cadence built in on purpose: 1 Reel with Video-only, 2 Reels with the Bundle — this is your built-in content-marketing hook for brands/venues who want reach, not just deliverables.



- Frame the Reels as paid promotion value, not a bonus: 'Includes 1-2 dedicated Reels to my ~30K engaged audience – typically \$400-\$600 in comparable sponsored-post value per Reel.' This is the strongest lever for corporate/brand clients with marketing budgets.



- These rates sit competitive and approachable for event (non-wedding) coverage, while still charging for your reach rather than giving it away.



- Consider a package minimum, such as a 2-hour floor, for smaller events to protect against underpriced short bookings.



THE CRAWFORD PORTFOLIO

PHOTO + FILM

Family Beach Photography — 30A Pricing Guide

Grounded in 30A/Emrenal Coast market data: mini sessions typically start around \$250, full sessions run \$500–\$1,000 for most photographers in the area, with experienced shooters and all-inclusive models landing at the top of that range or higher.



Mini Session

+ \$50/PERSON BEYOND \$

15-20 minutes at sunrise or sunset
1 location, public beach access
15-20 edited high-resolution digital images
print release included
private online gallery delivered in 5-7 days
up to 6 people (immediate family)

\$250



Signature Full Session

+ \$50/PERSON BEYOND \$

45-60 minutes at sunrise or sunset (prime light)
1-2 locations along 30A
40+ edited high-resolution digital images
print release included — no separate photo purchases
private online gallery delivered in 5-7 days
1-2 edited gallery (external family)
beach outfit coordination guide included

\$350



Multi-Family / Extended Group Session

+ \$350 BASE + \$125/ADDITIONAL HOUSEHOLD

each household gets its own 20-30 minute session booked back-to-back
one combined group photo included for the full crew
each household receives its own private gallery
all households share the same beach location/time window for smooth logistics

\$350
BASE

+ \$125

/ ADDITIONAL
HOUSEHOLD

ADD-ONS



Additional person (beyond package limit)

\$50/person



Extra 15 minutes of coverage

\$150



Rush gallery delivery (48 hours)

\$100



Second location within same session

\$150



Pet included in session

\$50



Printed album (20-page, 8x8)

Starting at \$300



THE CRAWFORD

— PORTFOLIO —

PHOTOGRAPHY

NOTES FOR YOU



All-inclusive model is the market standard here, bundling edited images + print release + gallery into one price rather than session fee plus à la carte prints.



Your \$350 Signature session sits at the accessible/entry end of the typical \$500–\$1,000 local range, making it a strong value position for booking volume.



Sunrise/sunset slots are the scarce resource; there is only one of each per day, so consider requiring the retainer/deposit at booking because demand is highest during peak vacation weeks.



Multi-household extended family sessions are a strong upsell in this market, and the back-to-back booking model lets you capture multiple sessions in one beach visit.





The Crawford Portfolio

DESTINATION WEDDING PRICING GUIDE

Grounded in Gulf Coast/30A market data: two-photographer full-day coverage runs \$3,800—\$5,500+ locally, and destination specialists in this market price full packages at \$7,000—\$9,000. Posited at the upper-mid end of that range — premium enough to reflect your reach and crew, without sitting at the very top of the luxury bracket.



Signature Photography

- up to 8 hours of coverage
- 1 lead photographer (solo coverage)
- 300+ edited high-resolution digital images
- private online gallery
- print release
- engagement mini-session included
- 20-page heirloom photo album
- content package: 4 story features tagging couple/venue/vendors

\$2,500

—
+\$150/hr
for additional
coverage



Signature Videography

- up to 8 hours of coverage
- lead videographer + drone coverage where permitted
- 5–7 minute cinematic highlight film
- full-length edited ceremony film
- full-length edited speeches film
- 1 reel produced & posted
- digital delivery + USB keepsake box

\$3,000

—
+\$150/hr
for additional
coverage



Signature Bundle

(Save ~\$800 vs. booking separately)

- up to 8 hours of coverage
- 1 photographer + 1 videographer with drone
- 600+ edited photos
- 5–7 minute highlight film + full edited ceremony/speeches films
- 2 Reels produced & posted
- engagement mini-session
- 20-page photo album + USB keepsake box

\$6,500

—
+\$150/hr
for additional
coverage

ADD-ONS

	Travel fee (outside 50 mi radius)	Custom quote — flights/lodging at cost
	Additional coverage hour	\$150/hr
	Second photographer	+\$500
	Secondary videographer	+\$500



THE CRAWFORD PORTFOLIO

PHOTO & FILM

NOTES FOR YOU

ADD-ONS

ADD-ON	INVESTMENT
 Extra day (if coverage, etc.)	\$600-\$1,200
 Rush editing (72-hour turnaround)	\$300
 Extra album pages / parent albums	\$150-\$300 each
 Additional Reel (beyond package default)	\$250-\$350 each

NOTES



One tier, priced confidently: dropping the Essential option removes the anchor-down effect – couples aren't comparing your Signature price to a cheaper version of you, they're comparing it to the market.



This sits above the local boutique average (\$2,500-\$3,200) and in the upper-mid band of the \$7,000-\$9,000 destination specialist range for the Bundle – justified by your solo crattenshaph, drone, and your ~30K-follower content reach.



A second shooter is available as an add-on for couples who want extra coverage angles.

Travel & lodging billed separately, at cost or as a flat fee, rather than baked into the package – keeps the sticker price sharp while protecting your margin.

Deposit of 25-30% to book, balance due 2-4 weeks before the wedding.

Standard turnaround 6-10 weeks; rush editing is a paid upgrade.