

# BOWLER IMAGES 2024 PRICING GUIDE

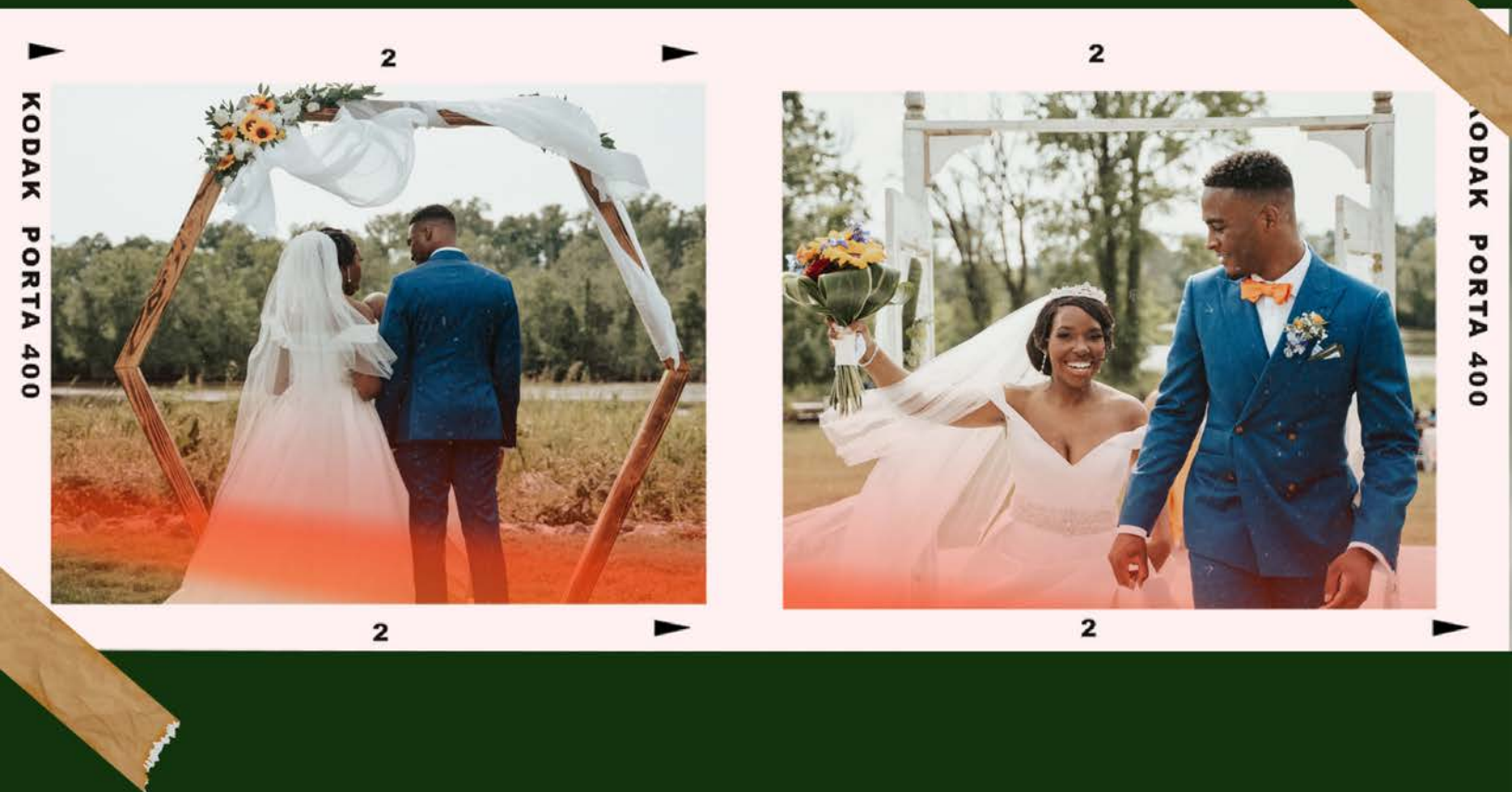


Stories are what bring us together.

I was raised in a family full of storytellers - every holiday we would gather around a table and I would listen to the laughter, yelps, and tears as my grandfather, his children, and their children recounted their best tales. When you have 30 people at a table, it's never going to be quiet, and we would all wind up yelling over each other just to be heard above the ruckus.

My most cherished memories are of those nights and their raw emotion - and that essence of storytelling is what I try to capture with my camera. Being able to look back on a time in your life through a camera lens, especially a wedding day, should allow your friends & family (and maybe children) to feel the emotion of the moment for themselves.

Let's tell your story in a way that lasts.



# ABOUT ME

I'm Dan Bowler, a photographer & videographer based in Richmond and serving central, northern, and coastal Virginia. I grew up in Virginia and rushed back when I finished my undergrad in Boston - I will always be a Virginia boy at heart. There is just something so incredible about the mix of vibrant small cities and an ancient mountain range.

*Currently my partner Jess and I call Richmond home, where we hope to stay for the foreseeable future! When we're not working we're going hiking, checking out artisan markets, playing tabletop games, throwing frisbees, or sitting on the front porch with good books.*





“ MOST IMPORTANT, HE WAS GREAT  
AT GETTING US ALL TO LAUGH ”

I can recommend Dan without hesitation to anyone looking for a wedding or event photographer... On the day of, he went above and beyond the role of photographer. The groom was having suit troubles and was late to the shoot, but Dan kept me distracted with some fun pictures. During the height of the evening he took us aside for some outdoor shots which amounted to precious time together- I don't think we would have had a moment just to ourselves otherwise! He was subtle during the ceremony and made clear he was available throughout the night for requests. Most important, he was great at getting us all to laugh, and that really shows.

*Emily B.*

# PACKAGES

While the packages listed below contain my coverage price points at market rate, please reach out to discuss my sliding scale pricing if needed. Nobody should go without a skilled, professional wedding photographer on the day you're celebrating your love, especially not for lacking wealth.

Most photography work happens behind the scenes, so I am happy to walk any clients through my pricing breakdown. Working in the wedding industry for years, I understand the value of price transparency when planning a big day.



# ONE IMPORTANT NOTE

As a member of the LGBTQIA+ community, it's important to me that members of marginalized communities have access to my services, no matter their means. For that reason I charge all of my LGBTQIA+ and BIPOC clients on a sliding scale - this means that we can arrange a fee that is a better fit for your budget. While I still have to make sure I can cover my bills, I do take on clients at-cost in some instances.

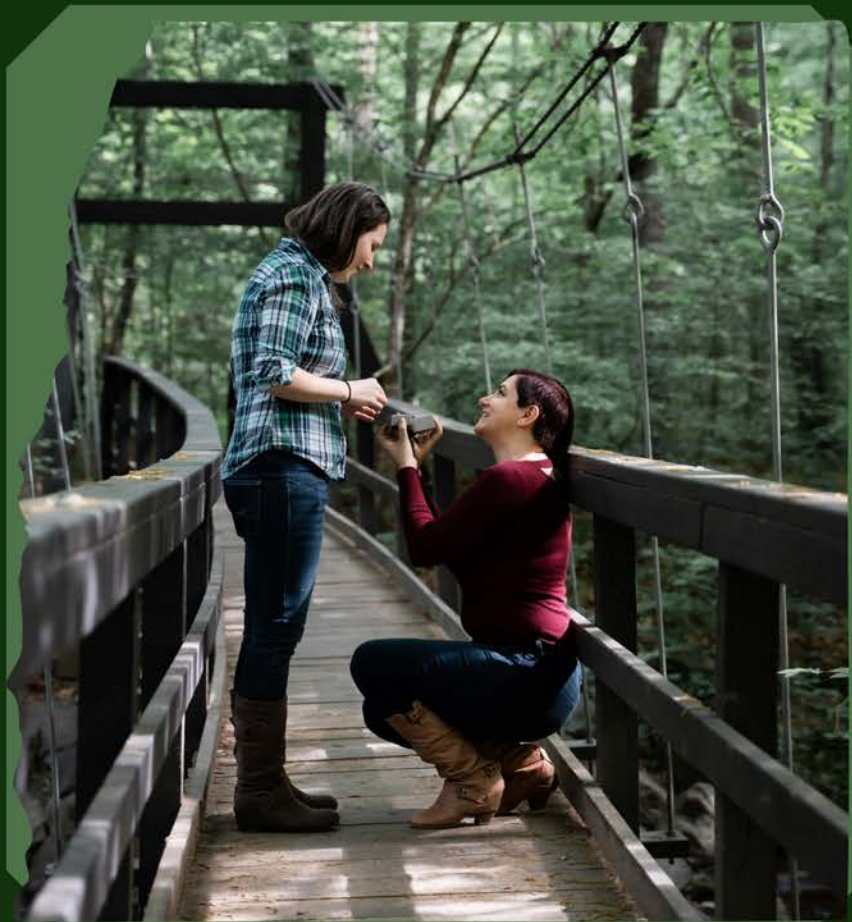
Please do not hesitate to reach out!



## FULL COUPLES & ENGAGEMENTS

- 1-1.5 hours
- Two locations
- Two outfits
- 30 retouched photos
- Online gallery, no watermarking
- 11x17 print (frame not included)

*\$600*



## MINI COUPLES & ENGAGEMENTS

- 30-45 minutes
- One location
- One outfit
- 15 retouched photos
- Online gallery, no watermarking
- 11x17 print (frame not included)

*\$400*



## THE STANDARD

- 8 hours of coverage
- ~1000 delivered images
- Full gallery retouching
- Easy-use online gallery
- 10 4x6 glossy prints

DEC-MAY

*\$4000*

JUN-NOV

*\$4500*



## THE COMPLETE

- 10 hours of coverage
- 4 hours of included 2nd shooter coverage
- Additional 2nd shooter hours discount
- Ceremony recording
- ~1500 delivered images
- Full gallery retouching
- Easy-use online gallery
- 10 4x6 glossy prints

DEC-MAY

*\$5000*

JUN-NOV

*\$5500*



## THE BASICS

- 4 hours of coverage
- ~750 delivered images
- Full gallery retouching
- Easy-use online gallery
- 10 4x6 glossy prints

INQUIRE  
DIRECTLY  
FOR PRICING



## ELOPEMENTS

- 2 hours of coverage
- ~250 delivered images
- Full gallery retouch
- Easy-use online gallery
- 10 4x6 glossy prints
- Optional ceremony recording/livestream

DEC-MAY

*\$1000*

JUN-NOV

*\$1300*

# INDIVIDUAL & PET PORTRAITS

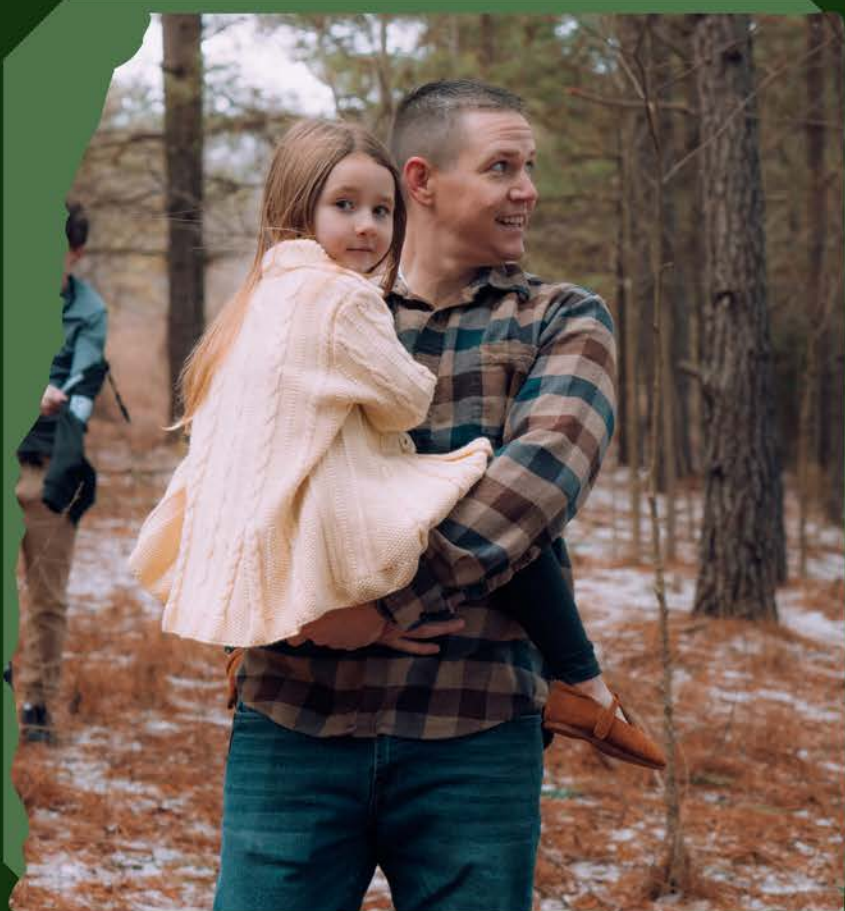
- 45-minute shoot
- 1 outfit change
- Online gallery, no watermarking
- 10 Retouched Images
- Perfect for graduations and birthdays

Mon-Thurs

*\$300*

Fri-Sun

*\$450*



# FAMILY PORTRAITS

- 1-hour shoot
- 1 group outfit change
- Online gallery, no watermarking
- 20 Retouched Images
- Online gallery, no watermarking
- 1 11x17 print (frame not included)

Mon-Thurs

*\$500*

Fri-Sun

*\$750*

# EXTRAS AND

## *add ons*

### Extending Hours

*Price Varies*

Was the officiant stuck in traffic so everything is running 30 minutes behind schedule the whole day? While I'm happy to stick around a few extra minutes to get grandma off the dancefloor and in the shot, fifteen minutes after the previously agreed-on departure time I will bill the hourly rate plus an addition \$75.

### Second shooter

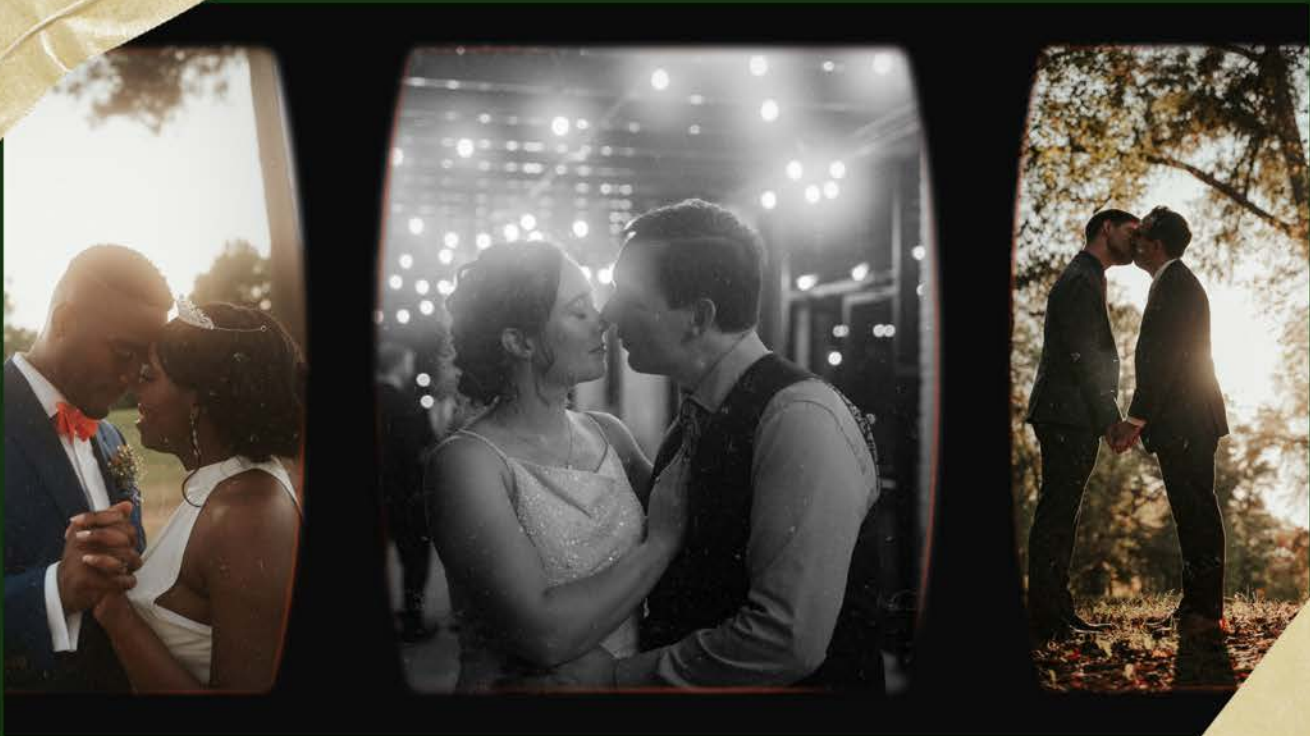
*\$100 per hour*

At the end of the day, working with a second shooter is just the best way to capture a wedding. Outside of just having photographers two places at once, a second shooter means more than one approach to every moment - one shooter can be more involved, while the other is a fly on the wall.

### Livestreaming

*\$300 ceremony  
\$600 reception*

The pandemic meant that most weddings had to be postponed. Rather than cancel altogether, I had some clients opt for intimate ceremonies with family & friends watching from home. I use professional wireless audio and a personalized streaming platform to make the magic happen - this isn't a laptop and a zoom call!



Cosmetic retouching

*\$75/10 or \$175/30*

Sometimes the day of your engagement shoot also happens to be a bad hair day. While I can't completely fix that, I can help with thin strands of hair, acne, or other blemishes that you'd like erased.

Print Shop

*Prices Vary*

Your online gallery will come with an integrated print shop. I can personally vouch for the service as I use them for all of my personal printing needs. Paper prints aren't the only thing available - canvases, invitations, and cards can all be designed & ordered through the shop.

# TRAVEL

I'm more than happy to travel for your shoot! I've travelled as far as San Diego from Boston for a shoot previously, and loved doing it. Additionally, *if I have friends or family that I can stay with at the destination, I won't charge a lodging fee.*

## Driving within 160 Miles Fees:

- \$30 30-59 Miles (One Way)
- \$60 60-109 Miles (One Way)
- \$100 110-160 Miles (One Way)

## Plains/Trains/Driving 160+ Mile Fees:

- Lodging (Cost of AirBnb or Motel)
- Food (\$60/day)
- Flights (cost of economy flight)
- Rental car if needed (rental car fee and gas)



## What if I'm not photogenic?

You aren't and anyone who's said so was lying! Any photographer will tell you that they hear this concern constantly. The important thing to remember is that you're not hiring a friend with an iPhone, you're hiring a professional. I have the photography skills your influencer friend only wishes they had.

## How many photos do I get?

You get all of the photos I take, untouched. So that you don't have to scroll through hundreds of duplicates, I parse down to all of the unique images before delivery. Each shoot comes with a certain amount of retouched images, and I offer extra retouching for additional images.

## How far in advance are your books open?

Currently I am booking through summer of 2024, though this will likely soon grow to the rest of 2024!

## What is your Turnaround Time?

I deliver retouched galleries within two weeks, cutting the industry average in half! I also offer limited previews for free and extended previews for an additional fee.

## What if I need to reschedule?

*I require a 1/3 deposit. For smaller shoots I typically do not require a new deposit unless you want to move your shoot the day of/day before. I don't require one if the move is due to inclement weather.*

For large events, like full-size weddings, I do keep deposits if your event is cancelled. If the date is moved, time frame, I will only keep the deposit if the new date conflicts with a prior engagement.

## Will you hike to get to a shoot location?

You bet!

I'm an avid hiker and athlete, so hikes are no sweat (sorry for the pun). For particularly long or strenuous hikes I will charge a small fee or hourly rate, but nothing remotely close to my photography rate.

“

Daniel was amazing to work with! He captured our microwedding at Maymont. He not only took plenty of wonderful pictures, but set up a live stream option for those attending our ceremony virtually.

I can't recommend Daniel enough!

*Heather H.*



“

Dan did our engagement photos and our wedding. Both experiences were amazing! Dan made us feel so comfortable and the pictures turned out better than we imagined.

*Julianne K*

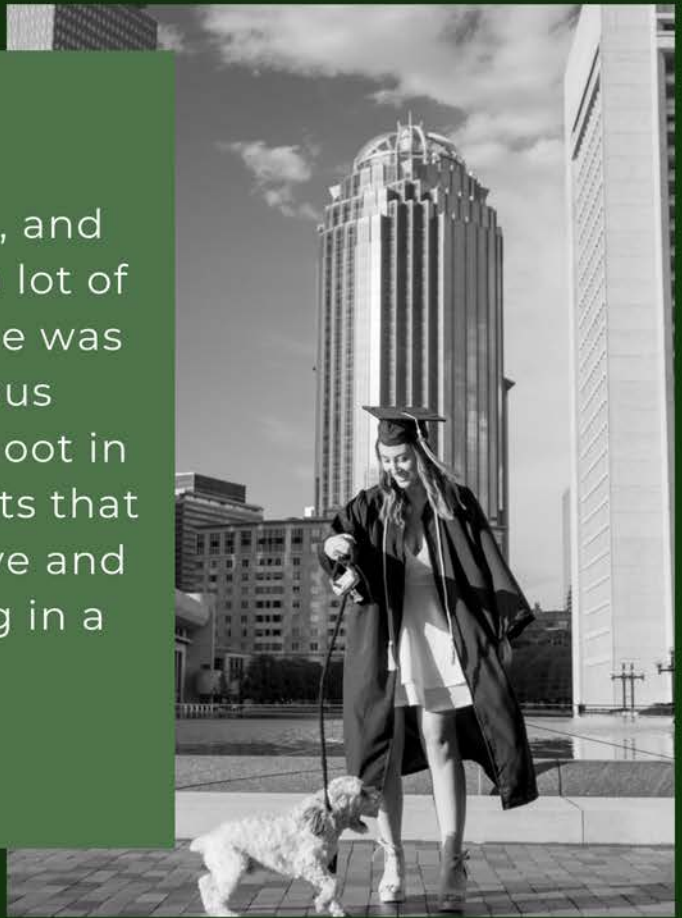




“

He was patient, supportive, and helped pose me and eased a lot of my worries along the way. He was beyond open to the various locations that I wanted to shoot in and achieved the type of shots that I was looking for, going above and beyond to also pose my dog in a few shots!

*Ally B.*



“

The prospect and finding, hiring, and posing for a professional photographer was all brand new territory, and admittedly quite daunting for me. Daniel took what little information/vision I was able to offer and managed to painlessly produce exactly what I was looking for in an unreasonably short amount of time.

*Kevin H.*



# next steps

## BOOKING

Like what you see?

Here's what to do next:

- 1 Send me an email if you haven't already! We'll schedule a call to talk details, and if you want to move forward after that call I'll send you a contract, service agreement, and questionnaire!
- 2 Time to lock it in! When you return the signed contract & service agreement along with a 1/3 deposit, I reserve the date of your shoot on my calendar.
- 3 Between then and the day of your shoot, we'll work collaboratively to plan how you want things to go. Make sure to take pictures of Dad pestering the DJ? Pay tribute to your love of Dungeons & Dragons? Read funny stories from family to get you laughing? Check!

AFTER THAT, I GEAR UP TO  
TELL YOUR STORY!



I LOOK FORWARD TO HEARING FROM YOU!

*Dan Bowler*