



# MADISON RHOTON

V I D E O

CLIENT GUIDE





# hey there

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I am stoked that we found each other!

Yes, you and me. We are going to rock this wedding video thing. I made this client guide because i want to give you the best experience along with your beautiful video.

When you look back at your film, i want you to remember the laughs, the tears the warm embraces and the adventure of it all.

So kick back and enjoy this lovely read. My goal is to answer most of your questions right here in this client guide so that when you finish this read we are ready to roll.

Lets do this thing!



A vintage typewriter is shown with several pink flowers placed on its surface. The typewriter is dark-colored and has a white sheet of paper in the carriage. The flowers are in various stages of bloom, with some showing vibrant pink petals and others as buds. The background is a soft, out-of-focus green, suggesting an outdoor setting. The overall mood is nostalgic and romantic.

a sweet adventure  
please stay forever  
and keep my heart wild too



A couple in wedding attire stands in a desert landscape with red rock formations. The groom is on the left, wearing a dark suit, and the bride is on the right, wearing a white lace wedding dress with a large open back. They are holding hands and looking towards the horizon. The background features rugged, reddish-brown rock formations under a clear sky. The overall mood is romantic and serene.

*package guide*



package i \$700

## *Intimate Elopement*

Elopements are supposed to be special. A day about you and your love, running away to your favorite place, or maybe somewhere you've never been. Elopements are about breaking the rules of traditional weddings and doing what you love, with the one you love. Capturing it all on film is the best way to share your special day with those you love most and remember it forever. Because lets be real, if you are going to go elope on top of some epic mountain range in a beautiful dress with your babe, YOU ARE GOING TO WANT TO RELIVE THIS DAY OVER AND OVER AM I RIGHT? If you are planning an intimate elopement, this is the perfect package for you. My elopement package starts at \$700 with 3.5 hours film time. This package time frame is built to cover the essentials. The ceremony + bridals in an epic location with you and your love.

This package will include an edited video highlight that is approximately 4-6 minutes in length. Of course, this package is easily customizable if you are wanting more events of this day filmed, by upgrading to a wedding package or adding film time at my hourly rate. If you and your fiance are looking to bend the rules of a traditional wedding day, and start your married life together in an epic location with just those closest to you, this is your package! Lets do this thing!





package ii \$800

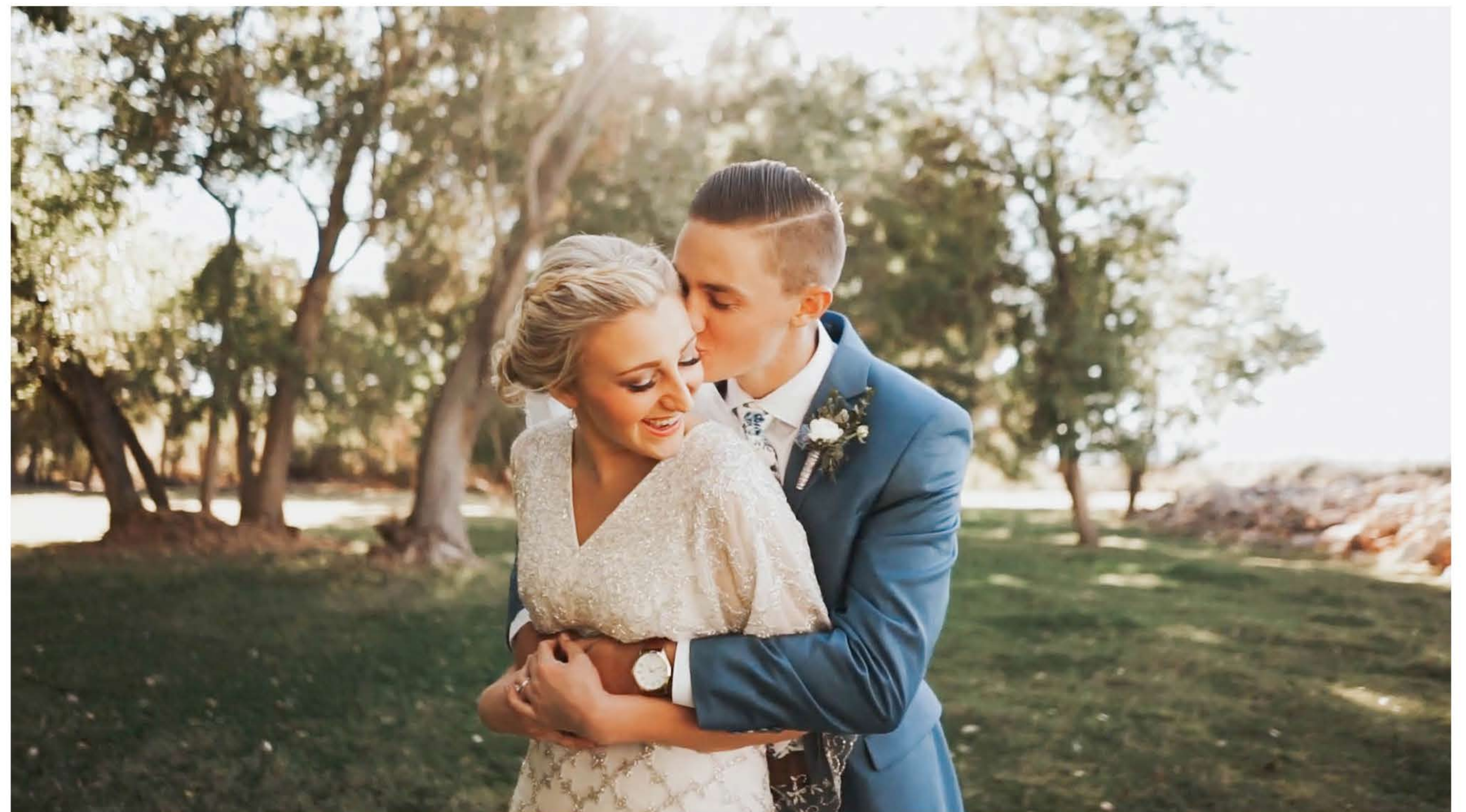
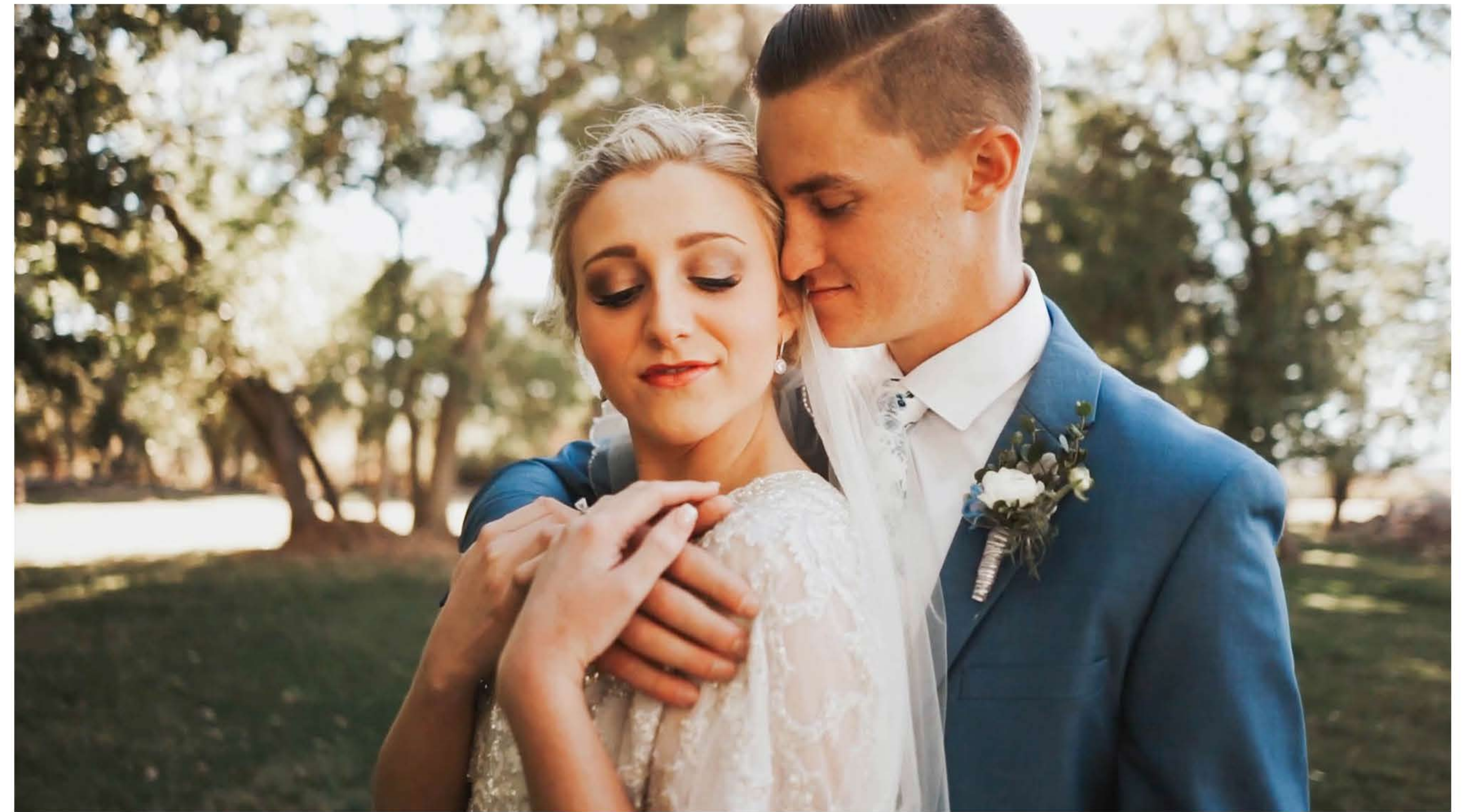
## Minimalist Wedding

If you are planning to have a traditional wedding and reception, and your goal is to get the 'big events' on film, this package is perfect for you. The Minimalist Wedding Package is designed for small weddings.

This wedding package includes four hours of film time that is able to be split once. My recommendation is using the first two hours of film time for the ceremony portion of the event. This will capture things such as the ceremony, greetings after the marriage, shots of family and wedding party groups and bridal shots of the bride and the groom after their ceremony.

The last two hours may be used to film the last two hours of the reception or after party event. Just make sure to plan all of the 'party events' that you are wanting on film in those last two hours. This includes things like cake cutting, first dances, flower toss and the couple exiting the wedding.

This package will include a 4-6 minute highlight film.







package iii \$1100

## Premium Wedding

The Premium Wedding is my first full day wedding package. The Premium includes up to six hours of film time, which allows for much more detail of your day to be captured.

Beginning with the pre-wedding details. This package allows for shots such as the groom adding the final touches to his wedding day attire before the ceremony, the mother of the bride helping her daughter get into her dress for the last time, the father of the bride seeing his baby girl all dressed in white for the first time.

As well as all the little details that you have put so much hard work into -- the invitations, the flowers, the jewelry, the makeup, the hair -- the little touches that tell the full story. The ceremony, the exit, the family shots, the wedding party shots, the bridal shots of the happy couple after they finally become one.

This package leaves plenty of time to capture the reception or after party as well. Here I will gather shots of the guests enjoying the festivities, greeting the couple. The details, the decor, the food, the essence of the moment.

Grandpa rocking out on the dance floor

The children sneaking every last bit of ice cream

The cheerful exit of the couple

This final video highlight will be approximately 5-7 minutes in length.

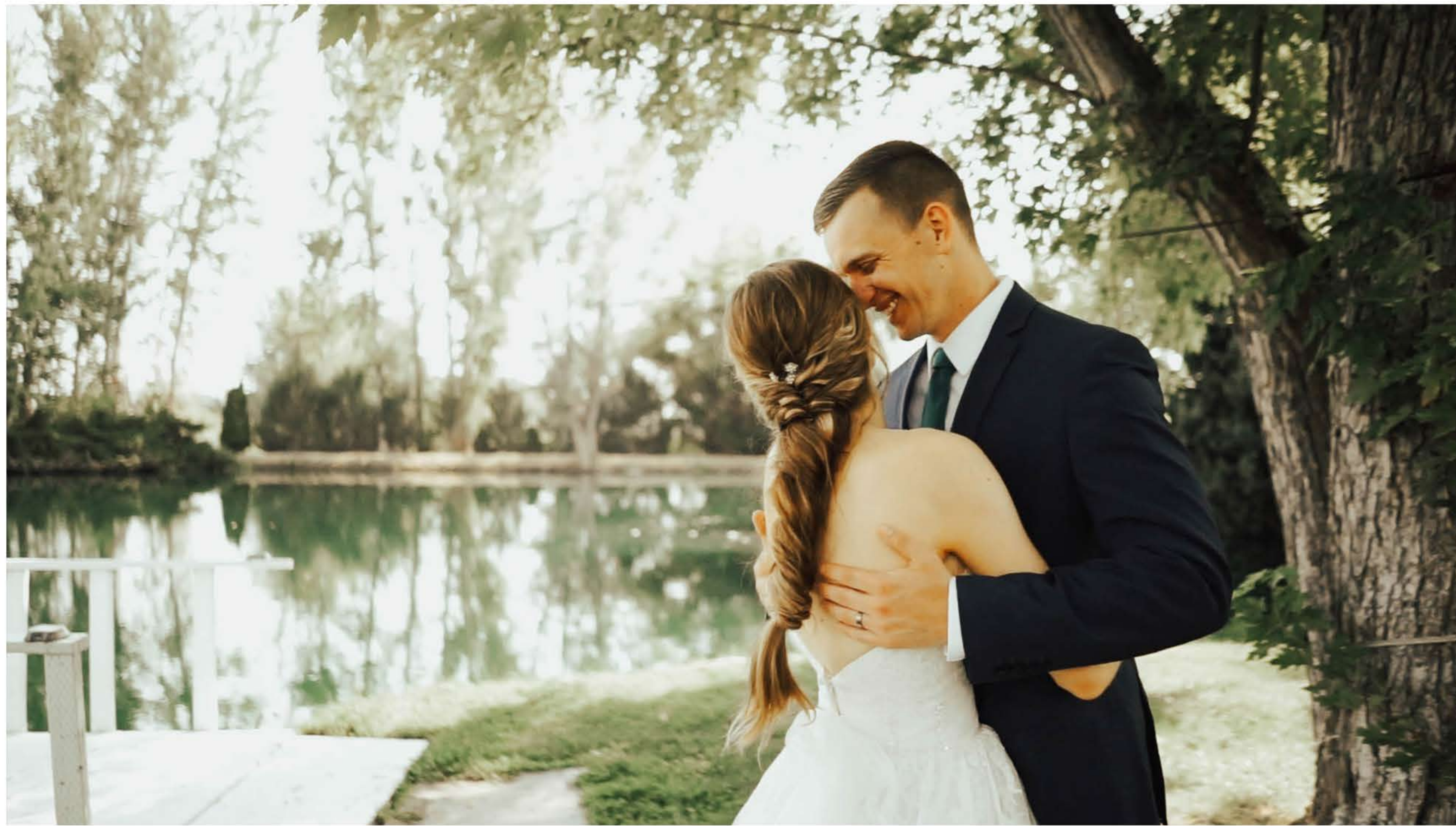


package iv \$1400

## Deluxe Wedding

The all inclusive deluxe package captures quite literally, everything you need to relive your day over and over again. The Deluxe package includes 8 hours of film time to capture your day from start to finish, all the details, all the intimate moments, the emotions, the smiles, the tears. Similar to the Premium package, examples of shots may be the bridal attire, invitations, rings, jewelry, decor details, location details. The intimate moments with mom or dad in your dress for the first time. Your fiance seeing you in your wedding attire for the first time. Ceremony, greetings from loved ones, group shots, wedding party shots, bridals. The reception, toasts, dancing, bouquet toss, cake cutting, the exit of the couple... and everything in between.

The Deluxe gives you extra time to take your time and really embrace each moment. No worries about rushing from event to event, the eight hours of the Deluxe Pack is an all day event to ensure no details are missed. I recommend ensuring you read the 'details' page to learn more about shot sets for the Deluxe pack. The highlight film for the deluxe package may be anywhere from 6-8 minutes in length, the perfect highlight to share with all your friends and family -- especially those who may not have been able to be in attendance -- to relive all the details of your big day with them!





package v \$300

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## Bridal Film

Take a moment to adventure with your fiance before wedding day and capture the essence of your love. The goal of Bridal Films are to relax and enjoy the final moments before you tie the knot. To simply enjoy the spending time with eachother! Lets plan somewhere epic for you to adventure together, maybe even for teh first time! The bridal and first look films are also a huge hit at your wedding event. Add a TV to your wedding day, reception, luncheon or dinner party and your guests will love watching this bridal film on reply. This two hour film adventure allows you to capture beautiful scenes without the hustle and bustle of wedding day. I will give prompts and posing guides to assist you in having fun and being yourself with the one you love in the great outdoors!





package vi \$300

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## Adventure Package

Lets plan an adventure! This package includes 2 hours of jam packed 'real life.' Whether it is a hike, your favorite theme park, a picnic in the mountains, visiting a new city or visiting your old hometown.. lets capture all the new and exciting memories you are about to create. Pack up your pup, your favorite jams and grab some good food and lets go! This pack is more than just a film, it is an experience, a new memory, an adventure -- all in a highlight video to remember forever. If you and your love prefer to be wild and advenferous rather than film a 'formal bridal film' this would be an amazing replacement to share with family and friends to announce your marriage, elopement, engagement or simply for fun!





package vii \$200

## *Lifestyle Package*

Is it true what they say, that distance makes the heart grow fonder? For both missionaries and military families, you truly grow to love and yearn for someone you care about when they are away for so long. My homecoming films capture the anxious anticipation of the closest family members and friends before the arrival of their loved one. The first sight, the first hug, the smiles, the tears, the laughter. One of the most precious films to look back on and remember how you felt wrapping your loved ones tight for the first time in forever.

As well as the first time ever! One of the most tender and miraculous moments in our lives is bringing a new baby into this world. Because of heavy scheduling i cannot promise i can capture the exact moment of the infants birth -- but i do have limited availability for birth films. Because babies do tend to come early and late quite frequently, i also offer 'fresh 48' newborn films to capture the infant and family the first few days after the child is born.

All Lifestyle films are \$200 per hour of film time. These highlight films will range between 3-4 minutes in length.





# additions

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## **RAW FOOTAGE | \$200**

You may purchase all RAW footage filmed during your event on a flash drive. This must be requested on the signed contract. All RAW footage is deleted after edit is completed.

## **ADDITIONAL FILM TIME | \$200**

You may request to add extra film time on any of my packages at my hourly rate of \$200/hr.

## **RUSH EDITING | \$400**

If you are wanting your film to be completed as quickly as possible, I have the ability to jump your film to the top of my list and have it edited within 48 hours of the end of your event. Your film will be accessible online for you to download two days after your event.

## **MUSIC LICENSING | \$50**

All films come with 'artist' music licensing which I have an annual subscription to. If you choose to use a different website (musicbed or audiojungle) for more specific music choices, the additional costs will be added to your contract depending on the licensing costs. Please email me with questions about this, or see the music licensing pages in the back of this client guide.

## **MILITARY + RETURNING CLIENT DISCOUNT | 10%**

If you or your direct family member (parent, spouse) is military, I offer a 10% discount off of your package price. Thank you for your service! I also offer 10% discounts off of package prices to all returning clients who have used me in the past to film their event. Thanks for your business!



A photograph of a bride and groom standing together. The bride is on the right, wearing a white wedding dress with a lace bodice and a long, flowing veil. She is holding a large bouquet of flowers, including roses and greenery, with a pink ribbon. The groom is on the left, wearing a dark suit. The background is a textured, reddish-brown wall. The text "wedding guide" is overlaid in a white, cursive font across the center of the image.

wedding guide





# welcome

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This wedding guide will go over all things wedding from a filmmaking standpoint, YAY! Below is a brief list of topics that will be covered in this wedding guide.

Posing

Lighting

Audio

Music Licensing

Locations + Permits

Travel

Drones

Shot List

If you have any additional questions after reading this guide, don't hesitate to reach out. I would be happy to answer them for you via email or a facetime call. Talk soon!





# Posing

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Ah, posing.

For some of you model couples, this is no big deal, in fact this is easy, natural and fun. But for some of us human folk, (maybe just my husband and i) this is a *\*literal\** task. And a quite daunting one.

Right?

I know how it is being in front of the camera. And it ain't easy work. Fortunately for you, video. is. FUN. I promise. Unlike posing for a photo, i WANT you to run around, spin in circles, tackle eachother to the ground, makeout, whatever it is that you guys are about, video is going to capture that.

You don't need to worry about coming prepared. Just come happy and in love and i'll cover the rest. Most of the time i will be working alongside your photographer, which is great! You'll get lots of feedback from the BOTH of us and feel totally comfortable.

I'll give prompts and directions and you guys will just be yourselves. My favorite shots in video are always the fun, spur of the moment shots. The ones where your lover picks you up and spins you around. Or when you spontaneously kiss your fiance all over the face just because you feel like it. If you want to run down the side of the beach LETS RUN DOWN THE SIDE OF THE BEACH. If you want to cuddle up in the mountains overlooking the sunset LETS GET YOU GUYS CUDDLIN'. I want your shoot to be about the experience, to have a good time.

During events such as weddings or lifestyle films, i don't 'pose' much at all. I'm simply there to capture the real deal. The things like your dad seeing you for your dress for the first time, and tears rolling down his cheeks. Or the precious moments when before your ceremony when you and your fiance each read letters to eachother that outline promises to eachother and your excitement for the rest of your life.

Posing isn't going to be daunting -- Its all about just being YOU -- and i'll capture the rest.



# lighting and editing

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By this point i hope you have checked out a couple if not many of my previous films. I describe my films as warm, cozy and romantic. I love to tune up the warmth in all my films during post processing. I feel the coloring, editing and post processing of a film has a LOT to do with a certain photo or video persons style. Because i love the warm temperatures, colors and feels in my videos, i suggest planning your lighting scenerios as much as possible. In some situations you may not have complete control over your lighting, and thats okay. But heres a couple helpful tips for the things we CAN plan for.

If your event is going to be filmed outdoors, i reccomend planning your event near sunset. In the shoot below, we began approximately two hours before sunset. This way, the sun was already on its way down, but we had plenty of time to capture it. We were able to capture sun flares (in the first photo) and some more soft natural light after the sun had set behind the mountains (in the second photo). In many instances such as bridals, ceremonies, engagements, etc. I reccomend puting the sun behind you and your fiance as to not cast \*weird\* shadows on your faces (if possible).

In indoor settings, i reccomend trying to use as much natural light as possible! Big windows, open doors, etc. But if that is not possible i reccomend ensuring there is some sort of light source throughout the night to help out with our lighting situations. (For example, if you are feeling your indoor or outdoor reception is looking rather dim, you can use string lights around the venue to help light up the night). Usually your venue host can help you with this sort of thing!







# audio and vows

There is nothing that makes a wedding video more unique, than a voiceover. A voiceover is where we record the voices from your event during things such as ceremony vows, and put it in the background of your video with music. It adds a so much personality to your film, and makes the sentimental value so much greater!

The two primary voiceover options i reccomend are:

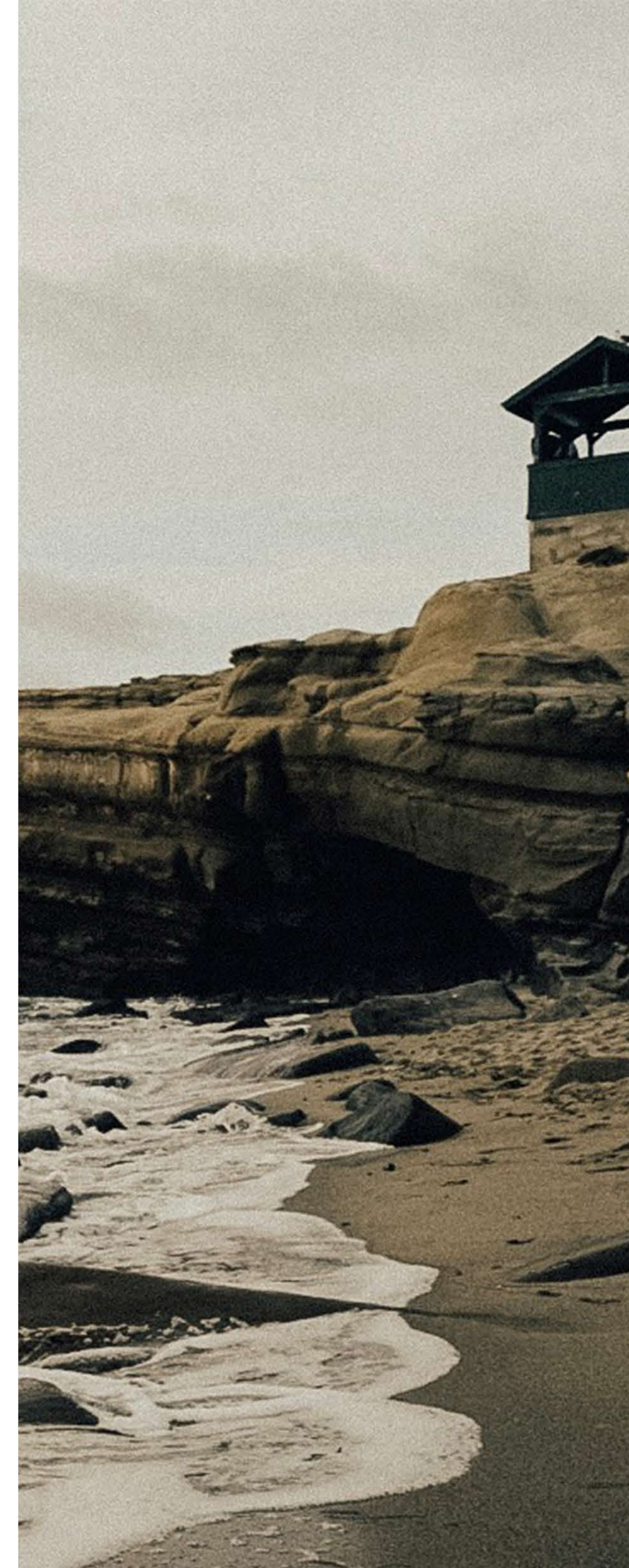
## 1. CEREMONY VOWS

If you are writing your own vows, i reccomend recording these for your film. If you are wanting to record vows, let me know before hand because we will need to 'mic up.' I use an external lav mic -- which is an audio recorder you can attach to your attire, with a small wired mic that you speak into. Usually i would hook this up to someone wearing a suit, simply because it is easier to cover up and disguises well with the wedding attire, but still catches perfect audio. In the situation that no one is wearing a suit, we can mic up your officiant or get creative with the dress! As long as you, your partner and the officiant are all facing eachothers general direction when talking, and in a five foot radius, we will capture great audio on the lav mic.

## 2. HANDWRITTEN LETTERS

Rather than recording vows in front of the crowd, some couples choose to write preceremony letters to eachother. If you'd like to take a private moment before your ceremony, we can hook the lav mic up to you and your fiance seperately as you read handwritten letters to eachother full of promises and love before your actual ceremony. These are special to capture because they contain so much feeling and emotion during the exciting moments before getting married!

Talk to me about audio and vows if you are interested in adding these to your wedding film!







# music and licensing

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So we will definitely be using a musicians work in your film because i dont sing and i don't play the electric guitar. sorry to disapoint \*crying\*

That being said, because we are using someone elses creative masterpiece, we will need to license the music. I have an annual subscription to a website titled 'Artist.' This means i get unlimited licensed music from this site and i include this cost into my package costs -- which means no additional cost for you!

Typically i choose the music for my films, to fit the vibe of the couple and event.

If you are wanting to choose the music yourself, you are welcome to browse artist and choose songs. I also have accounts with the sites 'Musicbed' and 'Audio Jungle.' However, each song licensed on these sites will range between \$25-50 depending if it is an instrumental or a song with lyrics.

Musicbed will usually have more 'popular' artists that you may have heard of, but for the most part, these websites contain songs and artists most of us never hear! This is because big bands like, lets say, LIFEHOUSE only license their music for huge production companies.... like for the people that filmed the office... or batman.

Its unfortunate, i know. But we get it.

The plus side of this IS:  
Because most people will most likely never have heard the song that is attached to your wedding video, it will be YOUR song. It will be unique and not have a story line already attached to it.

So its kind of great, actually.

If you have questions about music licensing let me know! All songs have to be chosen before the date of the event, so i can start editing and get your film back to you asap!



# locations and permits

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If you are needing help with location ideas, dont hesitate to ask! There are so many beautiful places, probably right close to where you are from.

Some of the most beautiful and adventerous places to film however, require some sort of permit or permission before we all go hike around in a wedding dress with a camera kissin' on every cliffside (right?!)

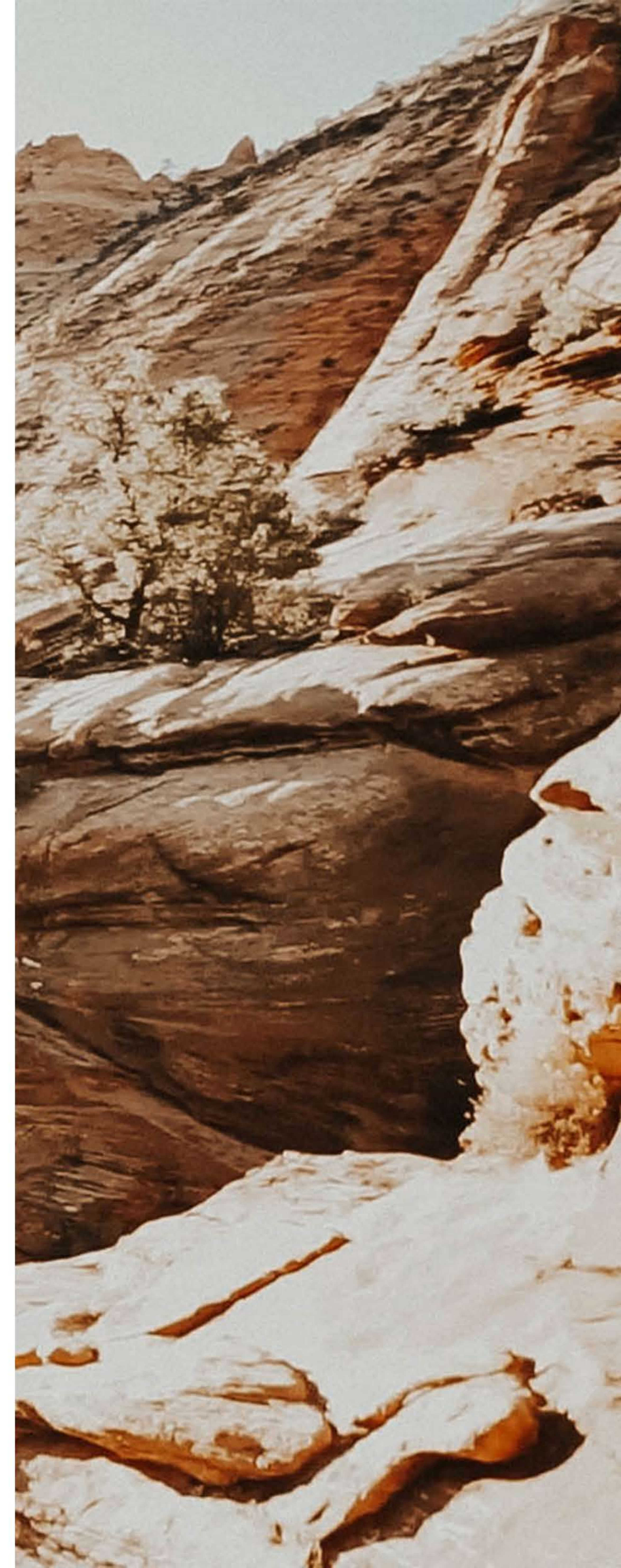
Typically permits are required at state or national parks. Sometimes they only require a permit if you are having a big extravaganza (decor, weddings, reservations, etc) and don't mind much if were just shooting bridals or adventure films.

But its always good to be on the safe side! So be prepared to purchase a permit if we choose to shoot somewhere inside a national or state park.

In my experience, one time shoots range from FREE to approximately \$50. Weddings and elopements will typically aquire a higher fee ranging from \$100 upwards.

If you have questions about locations ask me! I'd be happy to send you some photo examples and give you the information i know about permits.

Also side note -- a lot of times these permit costs are totally worth it cause... these places are beautiful!





# travel

I am based out of Southern Utah. But i do travel rather frequently to weddings in other areas. My travel fees are created to cover air transport, ground transport, stay and time.

My most frequent travel fees are outlined below. If none of these are applicable, please inquire specifically about your location and i will create a travel cost quote for you. Some of these fees are subject to change depending on flight costs during the time of year.

## 'Northern Utah'

This is all destinations over two hours of drive time from St George, UT  
\$300

## 'Greater Las Vegas'

This includes Las Vegas, Nevada areas, Valley of Fire, Mesquite, etc.  
\$200

## 'Out of State'

Any US state other than Utah  
\$700

## 'International'

To be determined







# drone footage

I do not charge any additional fees for drone footage at the time. I use my drone every event i can! However, some stipulations do apply. Drones are typically not prohibited in State or National Parks and many 'public areas.'

They are also not allowed to launch within approximately five miles of any airport.

And lastly -- if the weather does not allow for my drone to take flight safely, i won't fly it at your event for the safety of those attending and surrounding the event.

But if we get the okay from your venue to fly the drone and the weather is lookin' good, i'm all about adding extra aerial footage into your film.

BECAUSE ITS AWESOME!







# shot list

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Here is just a random jumbled list of shots that i love that you might love so i'm throwing them out there for you so you remember to bring these things to your wedding or like assign someone to bring them for you like a great aunt or bridesmaid because it would just look really awesome:

## ITEMS:

- Wedding Dress on Hanger
- All wedding invitations, envelopes, stationary
- Rings and Wedding Bands
- Necklaces, bracelets, earrings, other accessories
- Florals

## PRECEREMONY:

- Men grooming beards
- Men tying ties, tying shoes
- Women doing makeup and hair
- Bride putting on dress
- Couple reading letters to eachother
- Being seen in dress for the first time by your 'someone special' (parent, grandparent, sister, wedding party, whoever your support person/group is)

## CEREMONY:

- Walking down aisle
- Vows
- Ring exchange / Kiss
- Audience/Location setup
- Kiss down the aisle when exiting

## AFTER PARTY:

- DANCING!!!
- Toasts
- Cake Cut
- Flower/Garter Toss
- Exiting of couple







Thats all for now!

If you have additional questions, please contact me  
via email, and i'll get back to you as soon as i can.

I can't wait to hear more about your event!

*talk soon  
xx madi*