

THE CALLA LILY PACKAGE

Content Creation Services

Content Creation services are ideal for our clients who want behind-the-scenes moments of their wedding day without being stuck behind a screen themselves. We work with your professional photographer to help capture the perspective of guests, along with details like decorations, facial expressions, and special moments of the bride and groom. Based on your selections, we'll create a variety of "postable" footage including post-ready content like TikTok videos, Instagram Reels, Stories, or Posts, as well as raw photos and videos for the newlyweds to use as they wish.

This package includes a consultation at the time of booking, frequent contact beginning a month before the wedding, and a detailed check-in 1-2 weeks before your event date. The client will create a playlist/folder with similar content they wish to be captured of their day, and the creator will share several ideas and inspiration posts to the client as well. Your content creator will be our lead designer and owner, certified wedding planner Jacqueline Gibson. If you select our premium option, your event will also have one assistant who will capturing footage as well. All footage will be delivered to client via online Google Photos folder, so the client will need access to a Google or Gmail account.

500/\$100	Raw Photos & Videos <i>Unedited photos and videos (light and color correction)</i>
\$75	Post-Ready Photo & Reel <i>An edited photo post, Reel or TikTok video</i>
\$100	Highlight Reel <i>A curated TikTok or Reel with a compilation of the full day (within coverage)</i>
\$50	Finish-Later Reel <i>A curated "transition" TikTok or Reel for the couple to finish later!</i>
\$150	Story Takeover <i>Multiple Story uploads throughout day (4+ hours of coverage required)</i>
\$100/hr	Lead Content Creator <i>Lead Creator who will capture primary footage</i>
\$75/hr	Second Content Creator <i>Assistant creator who will capture additional raw footage</i>

	BASIC	STANDARD	PREMIUM
	\$250	\$500	\$1000
<i>Pre-wedding consultation</i>	<i>Pre-wedding consultation</i>	<i>Pre-wedding consultation</i>	<i>Pre-wedding consultation</i>
<i>Two hours of coverage</i>	<i>Four hours of coverage</i>	<i>Six hours of coverage</i>	<i>Two hours of coverage</i>
<i>Up to 500 raw photos + videos</i>	<i>500+ raw photos + videos</i>	<i>500+ raw photos + videos</i>	<i>500+ raw photos + videos</i>
<i>Night of Wedding Delivery</i>	<i>One fully edited highlight reel</i>	<i>One fully edited highlight reel</i>	<i>One fully edited highlight reel</i>
<i>24-hour Google Drive Delivery</i>	<i>(9:16, less than 60s)</i>	<i>(9:16, less than 60s)</i>	<i>(9:16, less than 60s)</i>
	<i>Two Finish-Later reels</i>	<i>Two Finish-Later reels</i>	<i>Three Post Ready reels</i>
		<i>Night of Wedding Delivery</i>	<i>Two Finish-Later reels</i>
		<i>24-hour Google Drive Delivery</i>	<i>Story Takeover</i>
			<i>Night of Wedding Delivery</i>
			<i>24-hour Google Drive Delivery</i>

Please note that Powell's Bouquet will not be responsible for decorating the ceremony or reception spaces; however, they will ensure that your venue is presentable. Additionally, Powell's Bouquet will not provide linens, novelty items, or rentals.