

RAE FALLON

Investment Guide

2023



Quick Look

Film Packages Page 3

*Extras Page 7 - 9

Photo Packages Page 12

Online Courses Page 14

FAQs Page 16

Contracts Page 18

Film Packages

*Film is an essential part of brand storytelling.
It's real and honest, telling your story in an emotive and
memorable way that photos and copy sometimes can't.*



SMALL

2 hrs

\$1400 +GST

Share a special event or launch with your audience

A little film can show the detail, personality and warmth of your business in real life and give your audience a teaser of what's to come. Perfect for capturing special events or launches.

- *Up to 1 minute short film for your website & socials*
- **Upgrade to a series of mini vignettes for \$450**
- *Filming up to 2 hours in one location*
- *No voice over*



MEDIUM

4 hours

\$2300 +GST

Connect with your audience by telling them the story of your brand

Stories matter. They connect us, and your audience care about you as an artist, creator or entrepreneur, and the story behind your brand, your journey and your 'why'. People want to invest in people not just products, but first they need to get to know you.

- *Up to 3 minutes short film for your website & socials*
- **Upgrade to a series of mini vignettes for \$450**
- *Filming up to 4 hours in one or two locations on one day*
- *Option to include voice over*



LARGE

6-8 hours

\$4500 +GST

The ultimate brand story for your business

Spend a full day capturing you and your brand in one or more locations. We have the time to capture your entire process or entire artwork. Giving ourselves a full day allows for time to sit down in front of the camera to record your story, or just more time to style a few different scenes.

Whatever the need, this longer shoot day allows us to make sure we can get it all and create a beautiful story about you and your brand.

- *3 to 5 minutes short film for your website & socials*
- **Upgrade to a series of mini vignettes for \$700**
- *Filming for 6 - 8 hours on one day*
- *Option to include voice over*

** More info on mini vignettes on page 8*

*All Film Packages
Include:*


- planning concepts meeting or phone call
- post production editing
- licensed music chosen by Rae
- 2 final draft reviews
- downloadable & shareable from Vimeo
- small stills gallery (3 - 7 images)






More Photos Please

Films are where I believe you can set yourself apart from other brands, however I encourage you to consider adding a photography package onto your film for extra sharing goodness.

| | | |
|--|-------------|---|
|  SMALL | 1 hour | A few key shots will help promote your film or talk about the topic |
| | \$550 + GST | |


Add one hour to our shoot time, and I'll take photos throughout to capture the whole story. With the extra hour up our sleeves, we can setup specific shots just for the photos.

- 20 images to promote your film
- Private online gallery of downloadable images

| | | |
|---|--------------|---|
|  MEDIUM | 2 hours | A gallery of images to tell the story of your shoot |
| | \$1100 + GST | |

Boost your shoot day into a film + photography shoot. Make the most of having a stylist, your make-up done, or your studio tidy! We'll capture it all by adding on an extra 2 hours to give you a full gallery of images to use alongside your film on social media and on your website.

- 40+ images to promote your story
- Private online gallery of downloadable images

| | | |
|--|--------------|--|
|  LARGE | 3 hours | Let's take the images you need for your social media and website |
| | \$1500 + GST | |

Everything you need. Boost a half day shoot into a full day and receive an extra large gallery of images to share on your website, social media and marketing.

- Extended gallery of images to promote your story
- Private online gallery of downloadable images

Mini Vignettes

Imagine a gallery of moving images ready for social media sharing or online store product carousels, professionally filmed and edited. The possibilities are endless.

All Film Packages have the option to be upgraded to a "series of mini vignettes". This offering is a little different to a regular film.

Firstly, you will be delivered a number of mini films in landscape or portrait (most popular) mode that will range anywhere from 3 seconds to 20 seconds.

Unless otherwise discussed they will:

- Not have any branding
- Not have any music
- Be delivered in a similar fashion to a photo gallery whereby you will not have two rounds of changes but instead would pick and choose the ones you like to share

Clients love to share these on their Instagram or Facebook Stories, or they create Reels with them. They use apps to overlay their logos or marketing messages according to their needs at the time giving them longevity and the ability to be used for different purposes.

Other clients use them in their online store to have "moving images" of their products which really makes their online store stand out.

If shot in landscape format, these vignettes can be used on website banners or ads. They're really versatile and because they're so short they can be used over and over in lots of your marketing.

If you feel like your audience doesn't have the attention span for a 1 or 3 minute film but you know the power of the moving image, then perhaps think about upgrading your package to a Mini Vignette shoot.

Make it your own

Customise your favourite package to make the perfect shoot to suit your particular needs.

- Include Voice Over on Small Film \$150 +GST flat rate
- Overtime Additional Hour Filming on the day \$150/hr +GST
- Additional Edited Footage \$200 +GST per minute of film
- Additional Reviews or song changes at \$150/hr +GST
- Professionally mastered audio from \$200 +GST
- Rush fee \$250 +GST flat rate per project
- Request a quote for extended music licensing requirements
- Add a Photography Package from Page 6





Photography Packages



SMALL

2.5 hours
\$1100 +GST

Get your face in front of your audience

I used to call this 2.5 hour shoot my "portrait shoot" because so many people used it to create an image gallery of portraits for their website and social media. Enough time for a few outfit or location changes - a couple of hours to stay fresh faced in front of the camera!

- *At least 60 high res edited photos**
- *Private online gallery of downloadable images*



MEDIUM

4 hours
\$1500 +GST

A comprehensive gallery of images to tell your story

Half a day of photography lends itself to capturing both you and your process. Opt for documentary style for free flowing images that share your business or brand, or spend more time styling the perfect scene - either way, a half day is a great way to create a gallery of images worth sharing with the world.

- *At least 100 high res edited photos**
- *Private online gallery of downloadable images*



LARGE

6-8 hours
\$2500 +GST

Let's create all the images you need!

Why stop at half a day when you can have a full day? When everything is setup ready to go we can make the most of it and shoot for a whole day. Large shoots are really great when you're working with a stylist or have assistants and want to make the most of our time together.

- *Extended gallery of images to promote your story*
- *Private online gallery of downloadable images*

**Sometimes the point is not to capture a full gallery but rather a few very specific shots. That's fine too, and we'll cover this in our pre-shoot goals discussion.*



Online Course Creation

Long form films for your e-course don't have to be boring or ugly. We can create beautiful, informative films and complement them with useful storytelling photography for use on your website, social media or e-books.

We'll create a package and schedule for shooting that works for you. Reoccurring or frequent shoots, or capturing everything over a couple of big days. Talking to the camera, or recording voice overs. Films that are five minutes or fifty minutes.

Your content will be professional but not stale. You are the expert and you have so much knowledge to share, so let's wrap it up into a gorgeous package and present it with love.

These videos are able to be included in your course content and re-sold in perpetuity by you for a profit.

Rates start from \$6500 per filming day





Frequently Asked

How long do I have to wait for my films and photos to be delivered?

Photoshoots are usually turned around within 2 weeks from our shoot, unless otherwise stated.

Films take a lot longer to edit, so you can expect to see the first draft within 4 - 6 weeks of our shoot. You can always talk to me about a date you had in mind and we can add on a rush fee if you need your images or film earlier.

Can I have the raw unedited footage from my film?

I spend hours and hours selecting the perfect shots for your film, so I don't release the raw unedited footage. Trust me, you're getting the best of the best! I am always happy to work on new edits of the films, however, so ask me about any additional cuts you'd like.

Will you share my film and photos on your social media or website?

I love to share my client work (because I love my clients!) on my social media and website. I understand and respect release time frames however and i won't spoil your secrets! If you're worried or would like to pay for an exclusive license, just have a chat with me about it.

Do I have to tag @raefallon when I use my photos?

Yes. All works need to be credited to @raefallon. I am licensing you to use the images delivered to you on social media, print advertising, and your website. See my Terms & Conditions for full Image Use Rights. I always own the copyright to the images. If you'd like an exclusive license for the images please discuss this with me.

But WHY do I need to credit you?

It is ALWAYS good practice to credit a photographer, especially on social media, and even when you've paid to use the photo. But mostly, and in my case particularly, it's because I'm not charging full advertising rates. Imagine you're one of the Big Banks and I'm your photographer. I'd charge a huge whack of money for the shoot, and then I'd charge you another big chunk to license the images if you want to use them next year, the year after, or the year after that. If you want it on a billboard, I'll charge you more again. That's how commercial advertising photography works and how photographers make an income. But I'm not doing that.

I'm charging you a reasonable rate and giving you the high resolution images (yes, you can print billboards at no extra charge) and I'm giving you a license to use these photos indefinitely to advertise your business. I don't make extra money through licensing these images to you year after year, and chances are I won't be reselling them to anyone else either.

So, in a sort of kind exchange for my generosity, I'm asking that you respect the request to courteously link or tag or credit me when you use the images. It helps me get my name out there to other like-minded lovely folk and helps me make a living without having to become a full-blown commercial photographer who re-licenses images year after year to small businesses who can't afford that.

For more info please ask for my Project Workflow or Terms & Conditions.

Please familiarise yourself with my Standard Rights Licensing agreement and let me know if you have any questions before signing the agreement.



Our Contract

Below are the Standard Image/Film Use Rights that I license to Clients and the Agreement we have. When you pay your deposit and sign the contract please re-read the License issued to you and ask me any questions you may have.

PHOTOGRAPHS & FILMS COPYRIGHT

© 2023 Rae Fallon. All rights reserved. The entire copyright in the images and films is retained by the Rae Fallon at all times throughout the world. No property or copyright in any images shall pass to the Client. Rae Fallon asserts both its moral and legal right to be identified as the author of its work.

Unless otherwise agreed in writing if any image reproduced by the Client omits the copyright notice or credit line specified by Rae Fallon any fee payable by the Client shall be subject to an increase specified by Rae Fallon, and in any event an increase of not less than 25%.

Unless otherwise specified, the copyright notice should read ©Rae Fallon or credit line @raefallon.

USAGE COMMISSIONING CLIENT/S

Images and Films are for use by Commissioning Client only. If more than one business is to have commercial use of the images or films an additional fee will be charged to reflect the broader use of the images.

Rae Fallon grants use of the image in perpetuity unless otherwise specific. There is no re-licensing fee for ongoing use for the Commissioning Client's business advertising.

Images and films are licensed to be used by the Commissioning Client for the following purposes:

- Commissioning Client's website **(no credit required)**
- Commissioning Client's Social media **(with photographer credit and link/tag to Rae Fallon film maker photo taker (Facebook) and/or @raefallon (Instagram))**
- Subscription e-courses or downloadable content for sale by Commissioning Client **(credit where possible)**
- Print and online ads, and Press Releases **(credit where possible)**
- Independent editorial magazine publishing rights and blogs **(credit required)**

Rae Fallon reserves the right to apply credits of Rae Fallon's logo or brand on a film. Should the Client wish to have this or any other crediting rights removed, please request a quote for an Exclusive Advertising Rights Agreement.

ARTISTIC STYLE

The Commissioning Client are familiar with the style of photographing, filming and editing of Rae Fallon and acknowledge that Rae Fallon's work and style is constantly evolving and are artistic in nature. The work shall not be subject to rejection on the bases of taste or aesthetic criteria. Rae Fallon will edit and deliver what it considers to be the best of every situation covered. As a result, raw files will only be supplied to the client in exceptional circumstances and only when those raw files have not been deleted. Rae Fallon makes no undertaking to keep any files not intended for use.

The Client agrees not to alter the images in any way, including but not limited to cropping, filters or colour adjustments. Rae Fallon will edit according to their artistic style, and any additional editing will be at a cost per hour.

THIRD PARTY USAGE

Image and Film Rights granted are not transferable to other businesses or individuals. The images and films may only be used for the marketing purposes of the Commissioning Client.

Please refer any third party enquiries to Rae Fallon.

MODEL RELEASE

The Client hereby grants Rae Fallon the irrevocable and unrestricted right to use and publish photographs or films of the client editorial, trade, advertising or any other purpose and in any manner and/or medium considered standard by the industry.

It is the Client who must satisfy himself that all necessary rights, model releases or consents which may be required for reproduction, are obtained and it is acknowledged that Rae Fallon gives no warranty or undertaking that any such rights, model releases or consents have or will be obtained whether in relation to the use of names, people, trademarks, registered or copyright designs or works of art depicted in any image. In the event that the image issued or reproduced by or with the authority of the Client then the Client shall indemnify Rae Fallon against any loss or damage, proceedings or costs where such rights, releases or consents have not been obtained.

DOWNLOADING FILMS AND IMAGES

A fee may be charged if the Images and Films need to be resent to the Client. Rae Fallon is not responsible for keeping images on file for extended periods of time. Images and Films will need to be downloaded, saved and backed up at the sole responsibility of the Client.

TERMS AND PAYMENTS

Terms are 7 days or as specified per invoice. Rights are granted on full receipt of payment.

Once the Client has made a booking for a specific time and date and the 50% deposit invoice is paid, Rae Fallon will not accept any other work from other clients for those times and dates for the assigned. All deposits are non-refundable but are transferable.

When reviews and changes are not received from the Client within a reasonable time frame (over 30 days) an additional Admin Fee will be charged to reopen the project. Projects that require additional changes after being closed will require an additional Admin Fee and Changes Fee.



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