



BOOKING & PRICING GUIDE CAKE SMASH SESSIONS

Janine Pretorius
Photography



WELCOME

First things first...

My studio is based in Monument, Krugersdorp. (My physical address will be shared with you as soon as your booking has been confirmed).

First of all - Respect!

Please do not book a session if you are not planning on going through with the session. As a small business owner I spend hours delivering you a service. I also have bills to pay at the end of each month. The moment you make your booking, I add your session to my monthly contribution towards those bills, and if you cancel, I loose out on paying important bills like school fees and food.

Please note that I only do one Newborn session per weekend. I do not overbook myself as Newborn sessions are very time consuming and I want to offer my best self to you as my client during your session. If you book your session and I schedule it in my diary, I have to show other clients away. If you cancel your session at the last minute or within 2 to 3 weeks of your booked date, I miss out on a session with someone else that I had to show away because I booked your session. Please be mindful and respect my time, just as I respect your time and you as a client when you make your booking. It is impossible to book another client in your spot if you cancel a few days before your session.

Please note that I am a FULL-TIME photographer. I have over 12 years of experience with a qualification in photography. This is not my hobby to fill those extra gaps at the end of the month. Even though this is a small business run by only one person, I still do have expenses, just like any other big or small business.

WHO AM I?

I am extremely excited to capture your most precious memories!!!

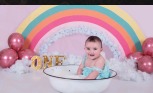
Who is Janine Pretorius Photography?

With over a decade of experience working both sides of a camera (pageantry & modeling) rest assured you will be in capable hands.

My heart is in the story of family connection. I value family, nostalgia, movies, good conversation and love. Believer in the details - in what makes people who they are. I don't think there is anything more interesting than figuring out the tiny quirks of the people you love. I am here for all of that!

Give me the babies who play with their mama's hair for comfort, the wild ones who will never sit still (because I've got one of those too!). and the mamas and daddies in the thick of it. This is it, people.

Time isn't slowing down. I know that for sure. Let's hang onto these moments for as long as we can... and occasionally hang them on our walls. Some days I wish I could just stop time, and soak this all in for as long as possible.



HOW TO BOOK YOUR SESSION:

Step 1:

Please read through this entire document carefully. (From beginning to end)

Step 2:

Decide on a price option.

Step 3:

Send me a whatsapp at 078 780 0640 with the following details:

Your Name and Surname

The price option that you would like to book

Your preferred date.

Your email address for your invoice.

I will send you an invoice and as soon as you have paid your booking fee, we will start planning your session.

AVAILABILITY:

I see a lot of parents first want to know what my availability is before they want to consider making a booking.

I am available most weekends. I am also a pageant and wedding photographer so some weekends are difficult to find a spot, but I always make a plan, because your booking is important to me. I will try my utmost best to accommodate you on a weekend of your choosing.

I am also available during the week, if you would like to schedule your session on a day off from work.



THEMES & DECOR:

As you are reading this, photographers all over the world are creating magical Cake Smash setups.

There are just too many to add to one document.

In order for me to help you with your decor, you will need to send me a basic idea that you had in mind. Maybe the color scheme, or your child's favorite movie or cartoon.

I do make most of my props myself if I can not purchase them in a shop.

I love to create setups for parents that are budget friendly but also look beautiful. With that said. If we send each other ideas from the internet, please note that I CAN NOT recreate the setup exactly as in the ideas. The reason for that is, that most of the ideas that we do get on the internet, will be from overseas countries. They have different shops and suppliers. So if you see a specific prop or backdrop, it won't always be possible for me to get that exact same prop or backdrop.

I also love to create something extra for cake smash sessions if parents give me creative freedom. If you are set on a specific look and feel for your session, please remember that I can not promise the end result of the decor.

Please remember that the full session fee does not go towards the decor of the session only. I have to cover other costs, like my time driving around finding the decor, shooting the session, setting up for the session as well as my editing time. Therefore a portion of your session fee will cover the decor. I can not create a setup that will cost me R3000 but your session fee is only R1900 for example.

OUTFITS:

Please note that each and every single outfit for all my cake smash sessions is custom-made specifically for your session and theme. I do not have ready-made outfits in my studio, sometimes I rent outfits and sometimes I make the outfits myself.

You can send me an idea for your outfit that you have in mind and I will let you know if it is possible. I will always suggest alternative ideas if I can not help you with your specific idea.

Please also note: I can not purchase an outfit of R500 if I only have a budget of R300 for the outfit. If you are set on a certain outfit, and it costs more that what is allowed in the budget, you will have to pay extra.

Printed shirts are not included in the outfit budget.

FAMILY PORTRAITS:

I do have a nice big studio, but it is not always suitable for large groups.

Family portraits include the following:

Baby, 1 or 2 siblings, Mommy & Daddy.

If you want to bring a granny or aunty with to the session, please note that they will be asked to leave the studio once the family photos are done.

Often times, the kids focus on granny or aunty during the session and not on the cake or the milk/bubble bath. I want to be able to capture the best possible photos for you, but can't do so, when there are too many people inside the studio trying to get your child's attention.

In some cases, babies do react better to granny being in the session, then please bring granny along to the session. If you know that your baby will be clingy towards granny, please leave granny at home.

BALLOON SETUPS:

As you know, balloons are very nice for Cake Smash sessions and birthdays. But unfortunately, balloons are extremely expensive and time consuming to create. For this reason, I have worked out to options to suit your budget:

Basic Balloon Setup:

This will be 5 - 10 basic floating balloons that you can add to your setup.

This is included in all sessions that includes a Decor Setup.

Fancy Balloon Setup:

This will be all balloon arches and garlands. This will be charged extra and can cost anything between R500 to R1000. This is the price that my supplier charges for the balloon setups. I do not make a profit from this.

CAKE OPTIONS:

Please note that if you book a session that includes the cake that I do have a budget within your session fee to work with.

Unfortunately, some cake designs are just too expensive and not possible to order from my baker.

There are also so manyyyy options for cakes. Therefore to make the process easier, you will need to send me a basic idea of what you would like for the cake. I will need at least 1 week's notice in order for me to order your cake.

Once you have sent me your basic idea for the cake, I can reply with what is possible within the budget.

OTHER OPTIONS:

Other options that you can opt for instead of a cake.

Fruits, such as watermelon splash

Berries

Spaghetti

Pap and Wors

Hamburgers

Doughnuts

Once you have decided on a basic idea we can continue with brainstorming your session and getting everything ready to have a beautiful photo shoot.

LAST NOTE BEFORE WE MOVE ON TO PRICING:

PLEASE TAKE NOTE OF THE FOLLOWING:

In the case where your baby is not feeling well on the day of the shoot:

No one knows your little one better than you do. If you wake up on the morning of the shoot and you see that your baby is not feeling well. PLEASE let me know, and we can reschedule to either later in the day (if possible and I don't have other bookings for that day) or to the next weekend. It is very difficult to force a sick and moody child to smile and laugh when they don't feel like doing so.

I can not control your child. Even as adults it is sometimes difficult for us to force a smile when we are having a bad day or feeling sick. Please note that once you arrive at the session and you tell me that your baby is not feeling well. I HAVE NO control over the outcome of the photos. I can not control your child. I do try my best by playing music, jumping up and down, making faces etc.

Rather reschedule your session to the next week. I wouldn't want you to come all the way to the session, just to get sad and crying photos. I want you to get quality images with a happy baby. In the case where a balloon setup was used and I have to redo the balloon setup for the reschedule, you will have to pay for another set of balloons, as the balloons does not last longer than a day. I can unfortunately not cover two sets of balloons from the session fee.

LAST NOTE BEFORE WE MOVE ON TO PRICING:

If it is not possible for me to reschedule to the next week, we will have to continue with the session on that day, if any of the alternative dates that I have available won't work for you.

Your cake will be stored in my fridge, safely for the week until we can shoot your session.

Please talk to me about your concerns should you have any, I am a parent myself and understand more than most people think I do.

If I suggest a re-shoot, and you take me up on it, we can re-schedule to the next week without extra costs except for any balloon setups. Unfortunately, I can not spend 15 min to 30 min trying to get smiling photos and then re-schedule for another date. We can try for 5 minutes, after that I will suggest a reschedule. If you want to continue with the session, then I will continue but deliver only the photos from that session. I will not be offering you a re-schedule of the session.

PRICING 2024:

OPTION 1:

Included in this option:

15 Min Cake Smash / 15 Edited Images

+

15 Min Milk Bath / 15 Edited Images

For this session you have to bring your own cake, outfit and decor.

Not included in this option:

Cake not included

Decor not included

Outfit

Family Portraits

This session will be done on a white backdrop only.

R1200

OPTION 2:

Included in this option:

15 Min Cake Smash / 15 Edited Images

+

15 Min Milk Bath / 15 Edited Images

+

15 Min Family Portraits

For this session you have to bring your own cake, outfit and decor.

Not included in this option:

Cake not included

Decor not included

Outfit

This session will be done on a white backdrop only.

R1500

PRICING 2024:

OPTION 3:

Included in this option:

15 Min Cake Smash / 15 Edited Images

+

15 Min Milk Bath / 15 Edited Images

+

15 Min Family Portraits

+

Cake

Not included in this option:

Decor or Balloons

Outfit

R1800

OPTION 4:

Included in this option:

15 Min Cake Smash / 15 Edited Images

+

15 Min Milk Bath / 15 Edited Images

+

Cake

+

Decor

Not included in this option:

Outfit

Family portraits

R2200

PRICING 2024:

OPTION 5:

Included in this option:

15 Min Cake Smash / 15 Edited Images

+

15 Min Milk Bath / 15 Edited Images

+

15 Min Family Portraits

+

Cake

+

Decor

+

Outfit

R3000

OPTION 6:

Included in this option:

15 Min Cake Smash / 15 Edited Images

+

15 Min Milk Bath / 15 Edited Images

+

15 Min Family Portraits

+

Cake

+

Decor

+

Outfit

+

Flowers and Fruit for Milk Bath

R3200

TERMS & CONDITIONS

New Clients:

Will this be your first booking with me? To offer you the warmest welcome and thank you. You will receive a 10% discount on your first session. When making your booking, please remind me if you don't see your discount on your invoice.

- **Terms & Conditions:** Unfortunately, this discount does not apply to the following sessions: Mini Sessions. Sessions that have already been discounted. Sessions that are currently being run on a special.

But don't worry if you are booking any of the above sessions. You will not lose your discount. Remember to keep your discount voucher for the next time you book a full session with me.

Business Hours:

Mondays: CLOSED

Tuesdays - Fridays: 9:00 - 14:00

Saturdays and Sundays: I am mostly booked for shoots and weddings so I am working, just not always able to respond to messages.

TERMS & CONDITIONS

Client Referral Discount:

For each new client that you refer to me you will receive a R100 off on your next session.

If you refer 10 clients and they all book with me, you can get a R1000 discount on your next session.

Please tell the person who you are referring to me that they need to inform me that they got my details from you, otherwise I won't know who to give the credit to.

The referral credit will only be valid, if the person who you referred, books and pays for their session. If they cancel their session, your referral discount will fall away.

The discount can not be exchanged for the cash value.

Your discounts may only be used by you. You may not give your discount to someone else as a gift or voucher.

Unedited/RAW Images

As a photographer, I proud myself in the final images that I deliver to you as my client.

I do not under ANY circumstances give out any unedited or Raw images, even if you are a photographer yourself and have the editing programs. I also do not keep or "sell" the unedited images.

TERMS & CONDITIONS

Booking fee explained:

I have been asked many times why a booking fee must be paid. Firstly, once you make your booking, you are my ONLY priority for the date and time that you have booked. Sometimes I spent hours or even days planning your session. Looking for the perfect location, looking for outfits or props. Sometimes I spent days creating special props for your session.

In the past, I have booked out a date for a client, a few days later someone else asks me for that date and I have to show them away, then the client who I have kept the date and time for cancels their session. This means that I loose out on an opportunity to make an income.

When is your booking fee NON-refundable:

If you cancel within 14 days of your session. If I am able to book another client for the date and time that you had originally booked, you will receive a PORTION of your booking fee back. I have to deduct my time planning and chatting to you to make your session a reality.

TERMS & CONDITIONS

Booking fee & Contract:

Your session will be confirmed as soon as a 50% booking fee has been received.

I do no longer add any booking to my schedule until I have received the booking fee.

You do not have to print and scan the contract that you will receive, but sign it online only. Please note that I will ONLY start planning your session once you have secured your date with a booking fee. Sometimes, I spend hours and days brainstorming with someone and then a day or two before the session they cancel.

In the case where you have not paid the booking fee, and I book another client in that time slot on your requested date, you will have to look for a new date in your schedule (If I am available on your new date).

Your invoice will be valid for 7 days after making your booking.

Sneak Preview:

I know that you are super excited to see your gallery and don't want to wait 2 - 4 weeks, for that reason, you can expect a small sneak preview of your session +/- 5 days after your session.

TERMS & CONDITIONS

Lead time for full gallery:

I work on a time frame of 2 to 4 weeks, depending on the time of the year. Some months are slower, this meaning you will receive your gallery much sooner. Some months are extremely busy and I can take up to 4 weeks to deliver your images. (Weddings anything from 8 weeks).

I kindly ask that you do not ask me 5 times every day when your gallery will be ready as answering every time takes time away from the time that I can spend on editing your session.

Please remember that in order for me to give you beautiful photos, I need to take the time to sit and edit.

Sometimes, one photo can take up to an hour to edit. I will never give you unedited photos.

Budget Constraints?

I understand this as a small business owner and mother. I can't give you the full session at a reduced price, but I can work out a special session/package that will suit your budget. Chat to me and let me know about your budget constraints. I am always open to talking!

TERMS & CONDITIONS

Rescheduling of your session

It is not always possible for me to accommodate you for a reschedule. I am a mother myself and I understand that sometimes our children get sick, or just grumpy and not in the mood to take photos. For that reason I do allow one reschedule of your session. If after the first reschedule you can still not attend your session, you will unfortunately forfeit your booking fee and will have to make a new booking.

If I need to reschedule your session for any reason out of my own control, like the weather, personal emergency or act of God, I will call or text you to make alternative arrangements. If I need to cancel or reschedule your session twice, I will refund you the full portion of your booking fee.

Storing your gallery:

Please ensure to save and store your photos properly. I can only keep your gallery for 6 months after your session.

TERMS & CONDITIONS

Late coming:

If you book an hour session from 4 pm to 5 pm, and you only arrive at the session at 4:30 pm, I will not extend your time. I will finish the session at the initial agreed-upon time which will be 5 pm. That means you will only have a 30 min session instead of an hour session and you will still be liable to pay for the full hour session. My time as a photographer doesn't only start when I start photographing, but from the moment when I arrive for your session. Please remember that I book sessions back to back over weekends, and if you are late, I can not extend your time and be late for the next session.

Social Media Sharing:

As a small business owner, I appreciate every like and share on my social media platforms. By sharing and interacting with me online, you help me to grow my business. Every small business can be so much more successful when that business is shared by word of mouth. My small business relies on your word of mouth, so please help me out to grow and flourish by sharing my posts, and also tagging me in posts that you upload that I have taken.

OTHER IMPORTANT INFORMATION:

Visiting my studio before your session:

You are welcome to visit me at my studio to plan your session and secure your booking. Unfortunately, I can not create a custom setup for you to view when you come to visit. In the past, I have created setups for clients to see before they make their booking, I spent money and time on the setup, then a few days before their session is scheduled, they cancel.

When should I book my session:

Taking into consideration, that I do take about 2 - 3 weeks to edit your photos. Please ensure that you schedule your session at least 2 weeks before your little one's birthday.

Last minute bookings:

It takes me about a week, sometimes 2 weeks to plan and create custom decor for your session. For this reason, I can not take last minute bookings with custom decor. You are welcome to still book, but you will have to choose one of my pre-existing setups at option 1/2 at the pricing packages.

THANK YOU

Thank you for taking the time to read through this document!!!

I do hope that you decide to work with me to create magical memories for your little one to remember forever!!!

Contact details:

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Email: janinepretoriusphotography@gmail.com