

# Video Artistry

by

## Maurer Creative Services

Video has become a priceless keepsake. Many couples who've received professionally produced wedding videos, as well as most Wedding Consultants, are encouraging others to budget for their wedding with an emphasis on video. One bride recently commented, "So many wedding expenses are for things that are consumed or forgotten in a matter of hours... the video will be there forever."

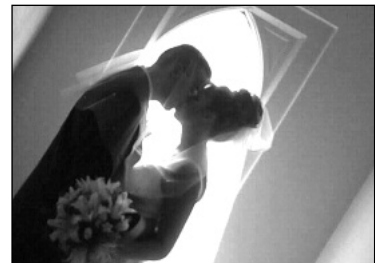
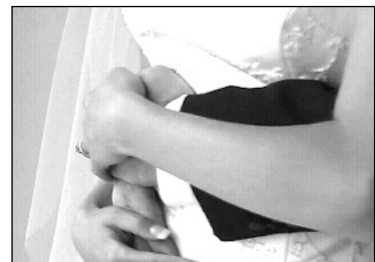
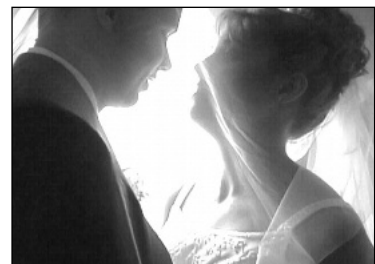
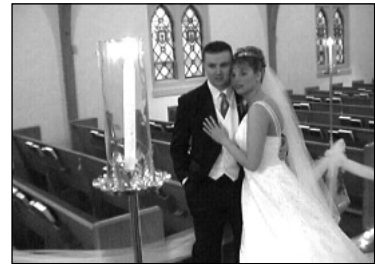
Maurer Creative Services, Inc. specializes in wedding-related videography. By blending creative candid footage, music, and romantic sequences with appropriate editing, the elegance, fun, and sincerity of your special day is captured and produced into a unique and memorable wedding video that you'll cherish for a lifetime. The wedding day videos created by Maurer's are highly edited, artistic productions. They show excerpts of the entire day and contain photo-journalistic-types of details and camera angles which are easily overlooked by inexperienced videographers.

Although friends and family have great intentions, don't count on an acceptable video just because they have a new camcorder. Hundreds of hours of professional experience, creative camera techniques, and in-depth editing make a big difference in the quality of the completed video. And, just like professional photography, pricing for professional videography varies widely, even within the same area. Videographers may even be using similar cameras and editing systems, but it will be their skills, experience, style, and techniques in both shooting and editing that will be immediately distinguishable. Professional wedding videography is an artistic medium and it's impossible to shop by price alone when selecting your videographer. Videographers shoot and edit video differently... their styles and quality can vary tremendously. In order to make an informed decision about the distinguishing differences, be sure to see actual samples of work produced by the videographers you are considering.

Maurer's editing techniques give your video the finishing touches that will set it apart from others. Necessary titles and music are added, and dramatic introduction and ending segments are created. Particular attention is given to the pacing and flow of your production, making it an enjoyable video to watch and share with others.

We will gladly consider any special requests or suggestions you may have. Some couples want short interviews or comments from their family or friends, their own choice of musical selections, or humorous or unusual antics captured. (*These requests can be discussed in the preliminary, planning stages.*)

Maurer Creative Services, Inc.  
7305 W. Zinnia Circle  
Sioux Falls, SD 57106  
(605)271-1720  
[www.maurer-photo.com](http://www.maurer-photo.com)



To reserve your wedding date with Maurer's, an initial, non-refundable payment of \$500.00 must be made. Please call and verify that a date is available before sending an initial payment. The balance of the video charges are due 30 days prior to your wedding. Once you've retained a date, you'll receive a "Wedding Video Contract" and a "Wedding Video Details" form to help us plan your production. Since there are many hours of editing involved in an Artistic Wedding Day Production, your finished, fully-edited video can be expected approximately 6-8 weeks after the wedding.

Feel free to schedule an appointment to discuss your video expectations or to see samples of our work... we would love to meet with you. *(To give each of our clients the individual attention they deserve, we work by appointment only. Please call with any questions or, to reserve your date.)*

## **Video Services**

### **Artistic Wedding Day Video - \$3500**

The Artistic Wedding Day Video will contain excerpts of the wedding day preliminaries, the photo session, the decorations, those involved, families and friends, the ceremony, portions of the receiving line, leaving for the reception, and the reception itself. If you're having a dance as part of the reception activities, and it's at the same location, the reception coverage can also include the first few dances. *(If desired, extra video coverage before or after the wedding may be secured at the rate of \$150 per hour.)* The ceremony portion of the production is recorded with two cameras. One may capture the overall view as seen from the audience, while the other is used to tape sensitive closeups of the bride & groom, the wedding party, and other specific details of the service. If the ceremony facility has a professional sound system, we will want to consult with the sound technician and determine the feasibility of using an output from their system into our video recorders. If a professional sound system is not available, we will use a com-

ination of sensitive on-camera mics and a wireless mic system for the ceremony coverage. You will be provided with 3 DVD copies of your Artistic Wedding Day Video.

### **Additional DVD Copies - \$10 each**

With the popularity and archival qualities of current DVD technology, you may want extra DVD copies to share with your family and friends. The DVDs contain menus with chapter titles for instant access to your favorite portions of the video.

### **Photo Montage Video - \$500**

This popular service combines music and photos onto DVD and makes an excellent presentation, keepsake, or gift. Some couples include baby pictures, childhood memories, and the special times of the two of you together. You can submit up to 85 photos and the music of your choice. Appropriate transitions and pacing will be used to create an effective presentation. *If you are submitting professional photos (like your engagement session), be sure to get written permission from the photographer who holds the copyright.*

To be available for your wedding, please coordinate the delivery of your photos and music at least 6-8 weeks prior to your wedding. (If you're showing the photo montage at the reception, be sure to *project* the production! We have screen and video projector rentals available.)

*“The rush of emotions that we felt when we watched the video was everything we hoped for. You guys caught every detail...”*

## Video Services Continued

### Love Story Video - \$1800

An increasingly popular supplement to the wedding day coverage is a custom-produced Love Story Video. This video can be as creative and special as you like, reflecting your own unique personality as a couple. Some Love Stories, for example, may take the form of an interview session that utilizes corresponding photographs and/or video clips to help tell the story of how you both met and fell in love. You have the opportunity to let everyone, including future generations, know how your relationship evolved right up to your special day. Others can be produced as a music video, shot on-location with you and your fiancé lip-syncing to your favorite song. How about a skit or a humorous re-enactment of an event in your life? Most couples like to end with a great romantic sequence, but the possibilities are endless.

In general, a Love Story Video is a short, fun-to-watch video. This makes it a natural addition to your reception entertainment... your guests will love it too. You have a wonderful and unique story to tell. Why not capture it on video? (Love Stories should be scheduled as soon as possible so we have time to capture and produce your unique story in time for showing at your wedding or reception.)

Since Maurer's also do Professional Photography, our weekends book-up quickly. If we're already booked for your wedding date, don't rule-out the other video options that are available. The "Video Love Stories" make excellent reception presentations! Ask to see a sample.

**"So many wedding expenses are for things that are consumed or forgotten in a matter of hours... the video will be there forever."**

*All prices are subject to change without notice*



## Client Comments

*We just wanted to thank you one more time for the beautiful video that you produced. We have had many friends and family members watch the video, and everyone has been impressed, many to the point of tears...*

*Bill & Jackie Dumansky  
Sioux Falls, South Dakota*

*Maurers captured not only the beauty of our daughter's wedding, but also the holiness of the ceremony.*

*They blended the events of the day with the heart of the people involved in a very professional manner.*

*We have a priceless treasure to enjoy over and over!*

*Jim & Nancy Franken  
Sioux Center, Iowa*

*The rush of emotions that we felt when we watched the video was everything we hoped for. You guys caught every detail and have presented it in a way that causes us to relive the day every time we watch it.*

*Ben & Cathy Kooiker  
Clive, Iowa*

*We are so thankful Maurer's captured our daughter's wedding day! When viewing the video, you will be "seeing a priceless gift" like no other! They are worth every penny and so much more. I watched the video three times the day I brought it home and saw so much of the wedding I missed. As a parent, it will leave you speechless and in tears.*

*Alicia & Jim Allen  
Arnolds Park, IA*

*We are awestruck at how wonderful the video is. I am speechless at the job you did... I am thrilled beyond words. Consider this your long distance "pat on the back." I can't speak highly enough of the work you did. Thank you very, very much. Our money was well spent, and I can't believe I ever hesitated at my daughter's suggestion to have her wedding videotaped by a professional.*

*Cindy Menning  
Bloomington, Illinois*

*We love our wedding video! We continue to show it off and people can't help falling in love with your work. You were all so flexible, fun and wonderful! It was worth the wait to have such a beautiful wedding video keepsake.*

*Tara & Brent Oolman  
Orange City, IA*