



Essentials Package

SERVICES
& WHAT TO
EXPECT

pender creative

ABOUT *Essentials*

Pender Creative is a wedding day content creation studio built on the belief that your love story deserves to be preserved with intentionality, elegance, and authenticity. We blend a background in social media strategy, floral design, and visual storytelling to create meaningful, lasting content you'll treasure forever.

Wedding day content creation is the behind-the-scenes, real-time capture of your big day—curated for social media and storytelling. Think candid iPhone video, photo snippets, and trend-forward clips delivered within 24 hours, so you can relive and share your day instantly. It complements your professional photography and videography, not replaces it.

OVERVIEW *Essentials*

Perfect for the couple who wants the key moments documented for sharing and keepsakes.

- + Content planning meeting
- + Content questionnaire
- + 5 hours of on-site coverage
- + Personal day-of Content Creator
- + 1 Ready-to-Post Reel/TikTok
- + Hundreds of unedited photos & videos delivered Within 24 Hours
- + 1 edited highlight video

THE PROCESS

1. Inquiry & Booking

- *Submit an inquiry form. Once we confirm availability, we'll send a proposal and contract.*

2. Consultation

- *We hop on a call or Zoom to understand your vision, timeline, and key moments. You'll receive a custom content questionnaire to help shape the shot list.*

3. The Big Day

- *We work in tandem with your photographer and planner, capturing everything from emotional glances to unfiltered joy—with a social-first mindset.*

4. Delivery

- *Receive your curated gallery of photos + videos within 24 hours, organized and ready to share.*

5. Optional Edits & Add-Ons

- *If selected, we'll deliver edited reels and extras shortly after your wedding.*

Dear Bride,

Thank you for considering me to be part of such a meaningful day. It's not lost on me how sacred, emotional, and beautifully fleeting a wedding day can be. The idea that I might help preserve that magic for you means everything to me.

It's an honor I don't take lightly. If you choose me, I promise to show up with intention, excitement, and a phone fully charged—ready to capture your day the way it felt. :)

With gratitude,

Pender