



Ellenberg & Co.

MILITARY CELEBRATIONS INVESTMENT GUIDE





HEY THERE!

If you've gotten this far, you've probably already seen a little bit about me. But just in case, my name is Grace! I'm a southeast-based photographer, but I love traveling the globe to capture people's stories. I'm wife to Easton, an Army Military Police Officer, and dog mom to Cooper the Golden Retriever and Atlas the Golden Newfie. I'm all about New York City in the fall, L.L. Bean, and Chick-fil-A.

My photography style is very laid back, natural, and timeless. I believe the little in between moments make for the best photos, and I'm not about capturing awkward prom poses and forced smiles. I want the real stuff — the stuff that'll make you laugh till your cheeks hurt and will make your heart beat faster. I want to photograph the things that make you who you are, and the things that make your love unique. Because there's only so many angles and poses and pretty locations, and they've all been done before — but what makes each photo special is the memories attached to it, and my goal is to make those unique to you!





THE ELLENBERG & CO. DIFFERENCE

Here's the truth... the last thing you want to worry about at your military celebration is photos. Spending this day with a phone in hand is far from ideal — it pulls you out of the celebration and hinders you from soaking in the goodness of the day.

What if there was someone there with you, capturing all the details, both big and small? Someone who guides you through the day in a natural way and brings out the smiles, laughs, and tears? Someone who takes their time to get to know your family and doesn't rush you after the ceremony?

This is the difference in working with me. I want you to dig deep into the memories being made around you and not feel pressed for time. I'm not going to snap a few photos of you and head out. I want to capture as much as I can for you on this day so you're able to live in these moments you want to remember.

As you scroll through my collections below, remember these photos are about so much more than just the ceremony. It's a celebration of the long nights and early mornings, the ending of a season, and beginning of a new one. I can't wait to tell your story in a way that is meaningful to you.



01. LOCATION

Locations for military celebrations vary depending on what you're hiring me for! If you're looking for a photographer for a flight school or WOCS graduation, your ceremony will take place at the beautiful U.S. Army Museum of Aviation. It's the perfect backdrop for these photos! If you're looking for promotion, retirement, or change of command coverage, I'll wait to hear from you where this is happening as it depends on your unit. I always like to take my clients outside for some extra family photos after the ceremony though, so we'll be sure to capture some natural light photos if your ceremony is happening inside. For family day and fly ins, these happen on the airfield!

02. OUTFITS

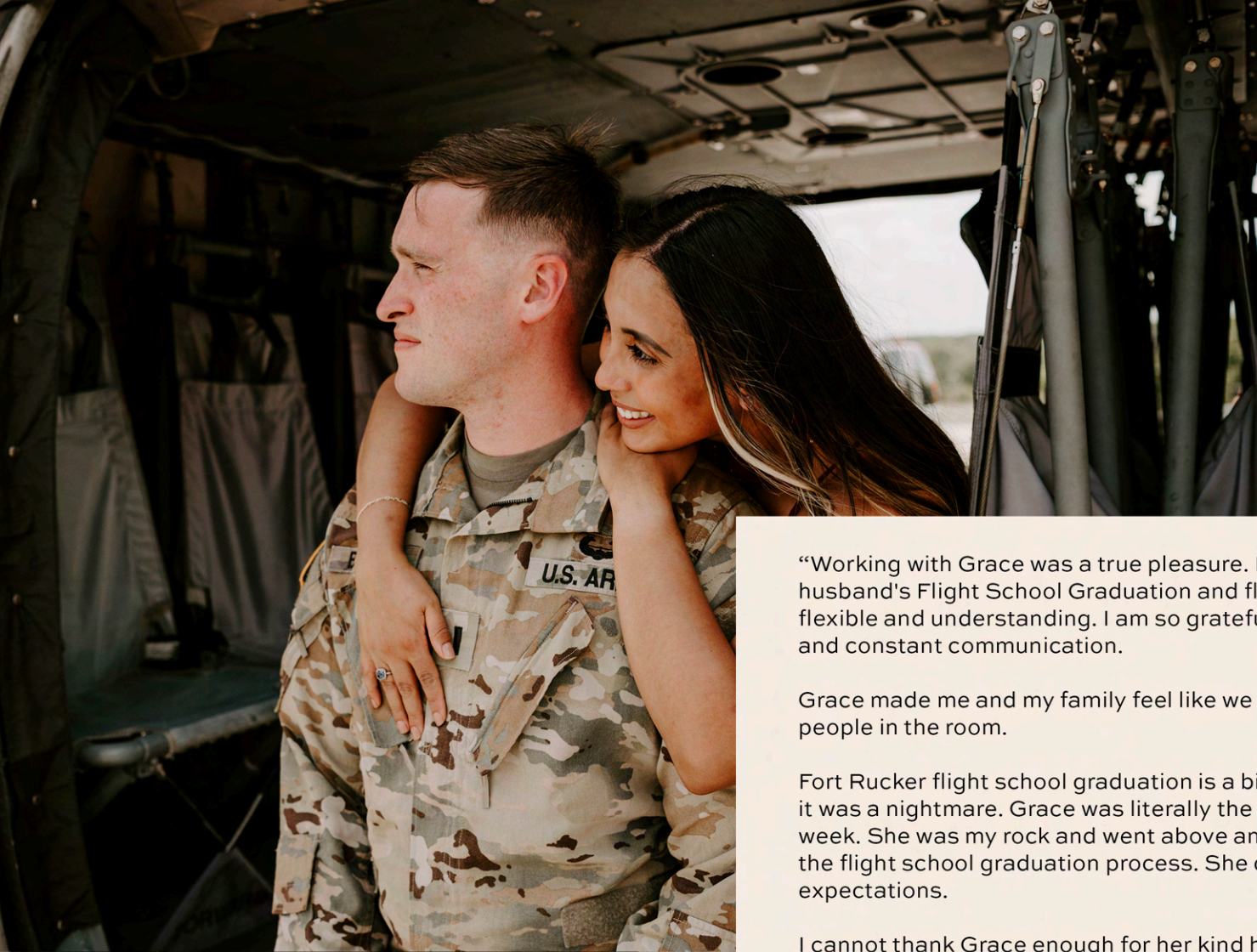
This is possibly the most important part — choosing what to wear. It's important because the colors, patterns, and textures of your clothes should compliment your location. This might sound overwhelming now, but after booking I have a full style guide that I will send you that goes over all of this in detail, including how to dress with someone in uniform. But I will give you one tip here — dress like yourself. Wear what makes you feel good, and what you feel comfortable and confident in. And of course, if you need outfit tips, just ask just ask me! I'll be able to tell you which specific colors will look good in the location we'll be shooting, and if you send me photos of your outfit options I'll give you my honest opinions.

03. TIMING

Unfortunately with military celebrations, we're at the mercy of the military and don't really get to choose the time of day your photos happen. If you ever have a choice for outdoor photos, I always recommend sunrise or sunset. That way, there won't be any shadows, and we'll get that gorgeous glow that makes everything look soft and pretty. Since most military celebrations take place inside, it doesn't super matter on time of day. If you're booking me for a session on an airfield or outside, I always recommend trying to schedule your photos later in the afternoon or earlier in the morning. The closer to mid-day we take them, the harsher the light and more difficult photos will be.

04. HAVE FUN!

I know I said outfits were the most important part, but I take it back. This one is just as important. I know you might be worried about how you look or how your photos will turn out, but leave that to me — I'll do the heavy lifting to make sure you look your best and that you have a good time. So just relax, enjoy the moment, think about how much you love the servicemember you're celebrating, and have fun! Photos are best when you're genuinely enjoying yourself — and a lot of my job is to help you do that and make you feel comfortable in front of the camera. So come to me with a positive attitude and exactly as you are. Leave the rest to me!



“Working with Grace was a true pleasure. I am so thankful she took my husband’s Flight School Graduation and flight line photos. She was flexible and understanding. I am so grateful for her quick response time and constant communication.

Grace made me and my family feel like we were the most important people in the room.

Fort Rucker flight school graduation is a bit confusing and with moving it was a nightmare. Grace was literally the only stable part of my whole week. She was my rock and went above and beyond by explaining to me the flight school graduation process. She definitely exceeded my expectations.

I cannot thank Grace enough for her kind heart, over communication, quick response and flexibility. She made me feel so beautiful and valued the whole time.”

BUT DON'T JUST TAKE MY
WORD FOR IT...

- TORI



COLLECTIONS

FLIGHT SCHOOL &
WOCS GRADUATIONS

\$400

ceremony + portrait coverage
60+ edited photos
online gallery
full printing rights

AIRFIELD / FAMILY
DAY & FLY INS

\$450

up to 1 hour
60+ edited photos
online gallery
full printing rights

BUNDLE FLIGHT
GRADUATION + FAMILY DAY

\$675

120+ edited photos
online gallery
full printing rights



HOMECOMINGS

HOMECOMINGS

\$ 5 0 0

up to 1 hour
50+ edited photos
online gallery
full printing rights

DEPLOYMENTS

\$ 4 5 0

up to 1 hour
50+ edited photos
online gallery
full printing rights

I know there can be delays with homecomings, so know I am flexible and will wait with you!

Travel fees may apply depending on the homecoming location.



PROMOTIONS, RETIREMENTS, & CHANGE OF COMMAND CEREMONIES

COLLECTION 1

\$ 4 0 0

up to 1 hour coverage
50+ edited photos
online gallery
full printing rights

COLLECTION 2

\$ 5 7 5

up to 2 hours coverage
100+ edited photos
online gallery
full printing rights

ADDITIONAL HOURS CAN BE
ADDED TO COLLECTION 2
FOR \$150 PER HOUR.



THE DETAILS

TRAVEL

I love to travel, and will go anywhere to tell your story! I include up to 40 miles round trip for all sessions. After that, I charge 70¢ per mile.

PHOTO DELIVERY

Your photos will be delivered within 3-4 weeks of your shoot, in an online gallery. But don't worry, I know how nerve-racking and exciting it can be to wait for your photos, so you'll receive a sneak peak gallery within 72 hours of your session. From there, you'll be able to share & download your photos.

BOOKING

If you decide that we're a good fit, I'll send you a contract, which can be signed electronically, and once it's signed and your retainer is paid, you're good to go! Retainers are 20% of the total package cost, and can be paid online as well, with a debit or credit card. The rest of your payment is due the day of the shoot!





WHAT'S NEXT?

I know you're probably dealing with information overload right now! If you'd like to hop on a phone call (or facetime) to discuss any more questions you may have, I'm here! Of course, email is good too if you prefer! Once you decide you're ready to book, just let me know! We'll discuss a date for your session and I will send over a booking proposal! Once the contract is signed and retainer is paid, you'll be officially on my calendar. You'll receive communication from me as we lead up to your session and I'm here for any questions that may arise in the process!

- GRACE