

What I capture at your ribbon cutting

Why hire a photographer for your ribbon cutting

The ceremony lasts about ninety seconds. What you do with the photographs afterward is what actually decides whether hiring one was worth it.

RIBBON CUTTING RATE

\$200 flat, 30 minutes to an hour

WHAT YOU GET

Candids, the cut, and every group combination

DELIVERY

Next business day

USE RIGHTS

Yours for press, social and print, no expiry

- ☐ Arrivals and the crowd gathering before the ceremony starts
- ☐ The storefront or space clean and empty, before anyone is inside
- ☐ Candid handshakes, conversation and reactions, unposed
- ☐ The countdown, and the exact moment the ribbon is cut
- ☐ The oversized scissors and the ribbon itself, up close
- ☐ Any plaque, certificate or key being presented or received
- ☐ Officials, sponsors or the chamber president in the group
- ☐ The full group photo, then smaller combinations after
- ☐ Signage and branding, framed so the name is actually legible
- ☐ Candid coverage of the reception, if there is one
- ☐ A wide shot that shows the whole scene, not just the cut
- ☐ Portraits of the people being honored, on their own

QUICK ANSWERS

Do I really need a photographer for a ceremony that lasts a few minutes?

If the photos are only for a personal memory rather than anything public, a phone is honestly fine, and I would say so.

Can we use the photos for press and social media?

Yes. You get full rights to use the images anywhere the business needs them, indefinitely: your website, social accounts, press releases, print.

What's included in the ribbon cutting rate?

Arrival and setup, the clean space before guests arrive, the ceremony itself, group combinations afterward, and some candid coverage of the reception.

What if our opening is bigger than a quick ribbon cutting?

Then it is priced as a grand opening rather than a ribbon cutting, at the standard hourly rate, with 1 to 2 hours being typical.

ALSO COVERED IN THE FULL GUIDE

- 01** The ceremony is ninety seconds. The photos work for years.
- 02** It is proof, not just decoration
- 03** What a photographer actually adds that a phone does not
- 04** It also signals something to the room
- 05** The honest version of the cost
- 06** When you honestly do not need one

Questions, or ready to book?

760-668-2125 · srecinosmedia@gmail.com
srecinosmedia.com · [@stevenrecinos_events.cv](https://www.stevenrecinos_events.cv)

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