

MELBOURNE LIFESTYLE PHOTOGRAPHER

SOF KAPA

photography



Pricing Guide

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I. You're In - Welcome!

Congrats! Not just for finding your way here — but for saying yes to doing things your way. Whether it's new beginnings, bold ideas, or a space that's buzzing with life — you want to hold onto it as it felt, not just how it looked. I get that. And I've got you!

This guide walks you through how it all works. Take your time, and if it feels like the right fit — let's talk



2. About Me

Hi, I'm Sof!

I've never been good at sitting still. I've lived across continents, backpacked around Australia with a camera in hand, and somewhere between sunsets in Cape Verde and the laneways of Melbourne, I realised the moments that stick with us aren't always the big ones. They're the *in-betweens*



2. About Me



I started out photographing landscapes and gradually found my way to food, people, and places

*These days, I work across three lanes: **people**, **makers**, and **travel** — all driven by a simple focus to make a moment feel like a story*

*My approach is simple. **No big productions**. Just **honest moments**, and the kind of **connection** that makes you forget there's a camera at all*

3. The Experience

EVERY SHOOT IS DIFFERENT - AND THAT'S HOW IT SHOULD BE!



With People, it's about slowing down and noticing the details. The way your kid grabs your hand, the pause before a laugh, the quiet look that says more than words



With Travel, I'm there to translate the feeling of a place. What it smells like, sounds like, feels like underfoot. The story of the landscape and the people who live in it



With Makers, it's all about the mood — the heat of the kitchen, the buzz of a crowd, the craft behind the chaos. Loud, messy, joyful. Real moments, beautifully captured

3. The Experience



**HOWEVER WE WORK
TOGETHER, YOU CAN EXPECT
CALM DIRECTION WHEN YOU
NEED IT, AND SPACE TO JUST
BE WHEN YOU DON'T**

4. The Process

Step 1 |

CHECK AVAILABILITY

Browse the calendar and choose a date that works best for you

LET'S CONNECT

I'll get in touch via your preferred method (call, email, or text) to chat about your goals for the shoot

| Step 2

Step 3 |

SECURE YOUR SPOT

Ready to lock it in? A \$250 retainer and signed contract will officially secure your session

NAIL THE DETAILS

We'll finalise the shoot plan, location, and moodboard to make sure we're perfectly aligned on the creative direction

| Step 4

4. The Process

Step 5 /

SHOOT DAY

Just show up and enjoy — I'll guide you through the whole experience!

GALLERY DELIVERY

Your edited photos will be delivered within 3 weeks of the shoot

/ Step 6

Step 7 /

EXTRAS (OPTIONAL)

Add extra photos, prints or albums when you purchase your final package or anytime after the shoot — no rush!

5. Packages

pack 1

includes

- ✓ \$250 booking fee
- ✓ 1-2h session
- ✓ **50** high-res digital images
- ✓ + Exclusive bonus*

\$1350

pack 2

includes

- ✓ \$250 booking fee
- ✓ 1-2h session
- ✓ **20** high-res digital images

(add-ons available)

\$870

pack 3

includes

- ✓ \$250 booking fee
- ✓ 1-2h session
- ✓ **10** high-res digital images

(add-ons available)

\$650

* Bonus details and add-ons vary by project type. Prices shown do not include commercial usage rights.
For tailored extras and licensing info, refer to the next pages of this guide

6. General Extras

TRAVEL FEES

- **Greater Melbourne:** No travel fee
- **Wider Victoria:** \$300
- **Domestic (Interstate):** Starts at \$750 — quoted based on destination, project scope, and timing
- **International:** Starts at \$2500 — quoted based on destination, project scope and timing

Fees will cover flights, transport, and accommodation where applicable. No surprises!

OTHER GENERAL EXTRAS

- **Extra Hour:** \$250
- **Extra Retouching:** \$30/image
- **Rush Fee (5 day delivery):** \$400
- **Location Permits & Fees:** Covered by client
- **Long-term File Storage (after 3 months):** \$100/year

6. Extras – Portraits | Maternity | Newborn | Families



EXCLUSIVE BONUS INCLUDED IN PACK 1

16x24" framed fine art print

CUSTOM ALBUMS

- *from \$450*

FRAMED PRINTS

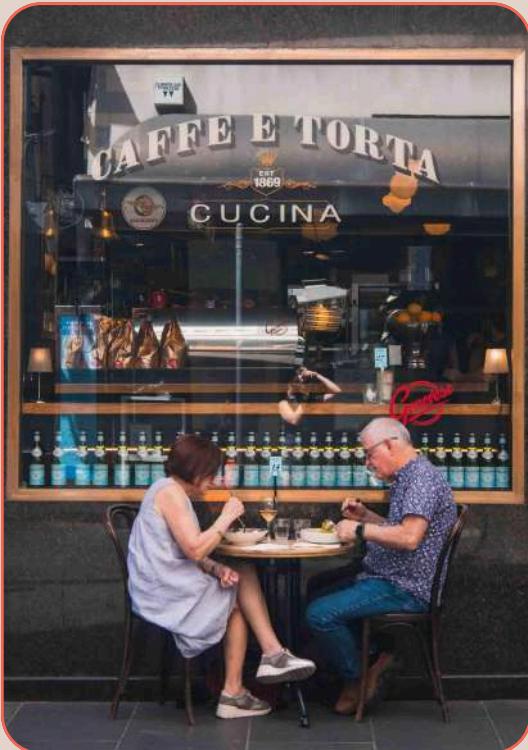
- *from \$180*

*All products are
made in Australia*

OTHER ADD-ONS

- ***Extended Family/Big Group*** (>5 ppl) — \$150
- ***Mini Cinematic Film***, 30–60 seconds (perfect keepsake or shareable moment) — \$450
-

6. Extras – Food | Product | Events | Creatives



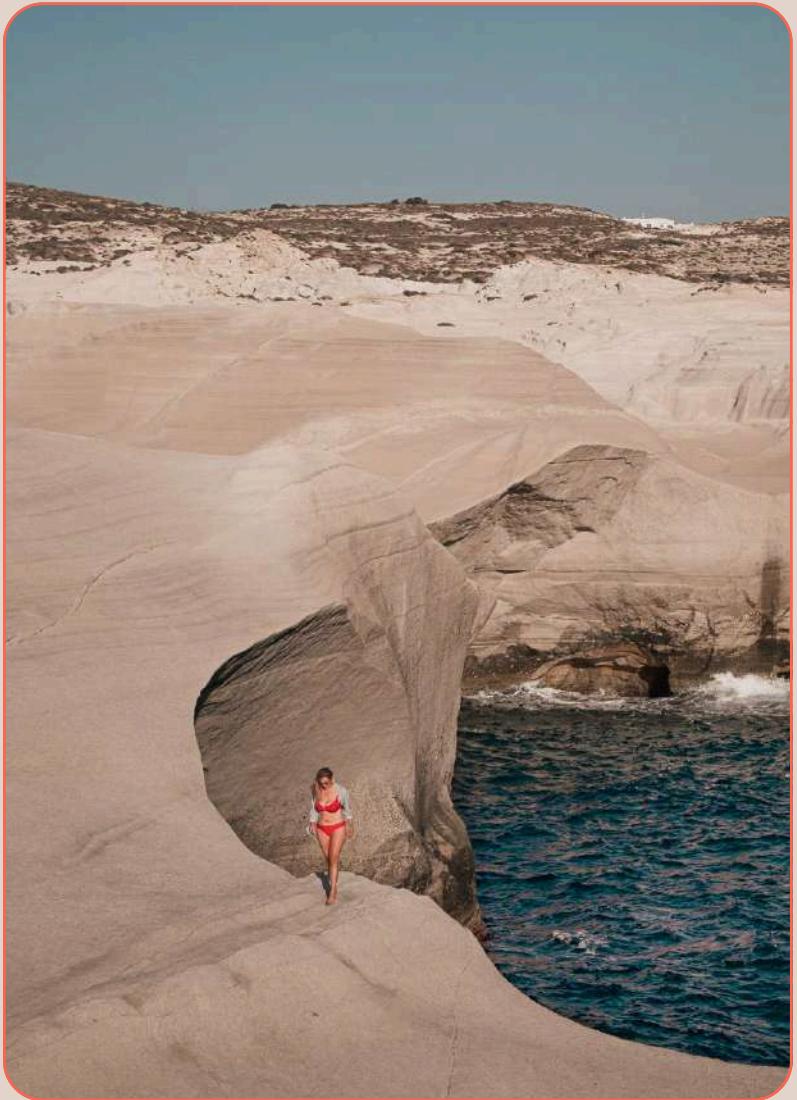
EXCLUSIVE BONUS INCLUDED IN PACK 1

10 extra images OR \$300 credit towards licensing

OTHER ADD-ONS

- **Documentation** shoot (ideal for menus, delivery apps, catalogues,...) — \$400
- **Short-form vertical video snippets** for Instagram/TikTok/Reels (includes 3–5 short vertical clips, 15–30 seconds each) — \$300
- **Team/Staff Portrait** — \$250 (up to 5 people, \$50 per extra)
- **Hero Image Setup / Signature Scene Styling** (ideal for product launches or restaurant hero shots, includes minor prop sourcing & visual styling) — \$200
- **Content Licensing & Usage Rights** — ref. to Section 7

6. Extras – Travel | Tourism | Lifestyle storytelling



EXCLUSIVE BONUS INCLUDED IN PACK 1

10 extra images OR \$300 credit towards licensing

OTHER ADD-ONS

- ***Short-form vertical video snippets*** for Instagram/TikTok/Reels (includes 3-5 short vertical clips, 15-30 seconds each) — \$300
- ***Content Licensing & Usage Rights*** — ref. to Section 7

7. Usage & Licensing

LICENSE TYPE	INCLUSIONS	USE CASE EXAMPLES	COST
<i>Fair Use (included in all packages)</i>	Personal use, website, socials, portfolio (does not include any paid promotion or advertising)	Family prints, small biz IG, artisan/chef portfolios...	\$0
<i>Basic Commercial</i>	Digital ads, email marketing, limited paid media (3 months, single region)	Local campaign for a restaurant or tourism operator	Starts at \$300
<i>Extended Commercial</i>	Multi-platform, national campaign, print ads, paid media (6-12 months)	Hotel launch, major seasonal promo	Starts at \$600
<i>Full Buyout</i>	Unlimited use across all platforms, forever	Global campaigns, licensing to third parties	Starts at \$1200

Not sure what you need? We'll figure it out together based on your project and goals
Commercial use is always quoted fairly based on scope

8. FAQs

1

WHERE ARE YOU BASED?

Melbourne, but I travel often — just ask

HOW MANY IMAGES WILL I RECEIVE?

Depends on your final package selection.

You'll choose after the shoot — once you're sure how many images you love

2

3

CAN I RESCHEDULE IF SOMETHING COMES UP?

Need to reschedule? Life happens — and I get it. Rescheduling is free with at least 7 days' notice. Anything under that is treated as a cancellation and may forfeit the retainer fee

WHAT IF THE WEATHER IS BAD?

We work with it — or reschedule. Cloudy skies are magic.

Pouring rain? We pivot

4

8. FAQs

5

ARE YOU LGBTQ+ FRIENDLY?

Always!



6

ARE YOU ENSURED?

Yes! Fully covered

7

DO YOU OFFER PAYMENT PLANS?

Not at this stage, but working towards it!



9. How to Book

**IF YOUR MIND'S MADE UP - AMAZING!
YOU CAN HEAD STRAIGHT TO THE
BOOKING LINK BELOW**



[Book Here !](#)

Not quite sure yet? Book a quick 15-minute call using the same link below. We'll chat, and if it feels right, you can lock in your date by paying the retainer fee and signing the contract.

10. What They Are Saying

“ We had such a wonderful experience working with Sof!... One of the most impressive parts was how well she worked with our baby [...] she was so patient, gentle, and engaging that our little one was happy the whole time — and the photos turned out amazing [...] ”

— Bonita Lau

“ Sofia took my pregnancy photos while I was already in labour and we didn't know. It was a magical experience, even more so that the pictures were taken at the beach and with the ocean embracing us! ”

— Carolina Rosado

“ We had a fantastic photo session with our little one and our dog. The experience was very enjoyable, and we love all the photos. Would highly recommend! ”

— Julia Karlsson

“ We've been working with Sof since 2020 for our tapas/deli business, and she has exceeded our expectations every single time...Sof has been instrumental in helping us grow and connect with our audience [...] ”

— Hayley Hendrix

“ Wonderful family photos from Sof [...] We absolutely love the results and would recommend her to anyone looking for a family or newborn photographer ”

— Jennifer Hanning