

A HOW-TO GUIDE

# Wedding in SAN FRANCISCO



Masha Goltsvard  
@goltsvard\_photo



## INTRODUCTION

# Hello, I'm your favorite wedding photographer.

My name is Masha. I made the big move to the US back in 2016, leaving behind the hustle and bustle of Moscow. That's when I discovered my own photography style all about simplicity and beauty of moments.

I've been doing Wedding photography for more than 8 years now, and got tons of experience. For you, most likely, it is the first Wedding. So let me share with you some insider tips.



I am based in San Francisco, California and travel all over the US. Check my portfolio

[www.mashagoltsvrad.com](http://www.mashagoltsvrad.com)

- *Masha Goltsvrad*

## CHAPTER I

# You said "Yes!"

## Congratulations

No matter where you decide to get married, there are some **MUST-HAVE** pictures, like family and capturing you two together. Some photos are optional, like getting ready for the bride and groom, the religious ceremony, the first look, and the party after dinner.



But of course, each Wedding is unique and should be all about **YOU** and the love of your life.

For "getting ready" pictures, I often need no more than half an hour. I'll prepare a mood board, so we're all on the same page about what needs to be photographed. It makes the process smooth and quick.

We **MUST** save time for family pictures right after you guys get married. Whether you want it or not, they **WILL** ask for pictures. Just add an extra 20-30 minutes in your schedule for that. For couple pictures, I recommend the golden hour, the best light possible, which is usually the last hour before sunset.

I don't recommend hiring the photographer for the whole banquet. We need to capture the first dance, speeches, some fun moments, lovely guests, cutting the cake, your friends' awesome dances, and that's it. 1-2 hours are more than enough for that.

## CHAPTER II

# Why a Pre-Wedding Photoshoot is a Must!



If you wondering does pre-wedding photoshoot worth it? Well, let me tell you—it absolutely is! Here's why:

**It's FREE with me.**

**Get Camera-Ready:** Feeling a little camera shy? No worries! A pre-wedding shoot is the perfect chance to get comfortable in front of the lens. We'll hang out, have fun, and you'll be posing like pros in no time. By the time your big day arrives, you'll be rocking those natural, confident shots.



**Connect with Your Photographer:** Building a connection with your photographer is key. A pre-wedding shoot lets us understand each other's vision and style. We'll get to know one another, and I'll capture your love and personalities authentically on your wedding day. You can book your free consultation [here](#)

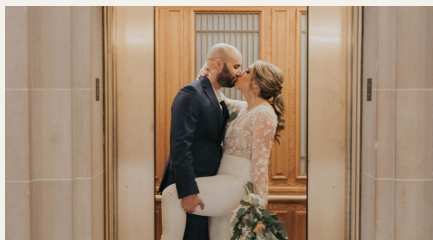
**Make Memories Count:** Pre-wedding photos are not just for display—they can be used for save-the-date cards, invitations, guest books, and decor. These stunning visuals will add elegance and uniqueness to your wedding, creating unforgettable moments for you and your guests.

## CHAPTER III

# San Francisco City Hall Wedding

## So, you have chosen SF City Hall to register your marriage

or! you prefer to use this as a location for just a love story photoshoot, and the ceremony itself will take place elsewhere at another time (yes, you can do that too!)



## First things first

You need marriage license

Current fee: \$113 you pay before your ceremony.

Expires in 90 days.

M – F from 8:15 am to 3:30 pm.

Only six guests are permitted for public civil ceremonies.

Public Civil Ceremony cost: \$95

**Time:** Every half hour, Monday through Friday between 9:00 am – 3:30 pm

**Check-in:** Ten minutes before your ceremony reservation, at the Information Desk in Room 168

**Location:** Rotunda

**You need:** Witness, marriage license, valid IDs for both of you.



## CHAPTER IV

# Where to shoot in San Francisco

**For the Wedding itself/ pre-wedding photoshoot, here you should go**

**Golden Gate Bridge:** One of the most iconic landmarks in San Francisco, the Golden Gate Bridge offers breathtaking views and a classic backdrop for wedding photos. Crissy Field, Battery Spencer or Torpedo Wharf is our go-to.

**Palace of Fine Arts:** This stunning Greco-Roman-style structure with a tranquil lagoon and beautiful architecture provides a romantic setting.

**Sutro Baths and Lands End:** The ruins of the Sutro Baths combined with the dramatic cliffside views at Lands End Lookout create a unique vibe.

**Legion of Honor:** This fine arts museum boasts an impressive neoclassical building and a lovely courtyard with sculptures and a sweeping view of the city.

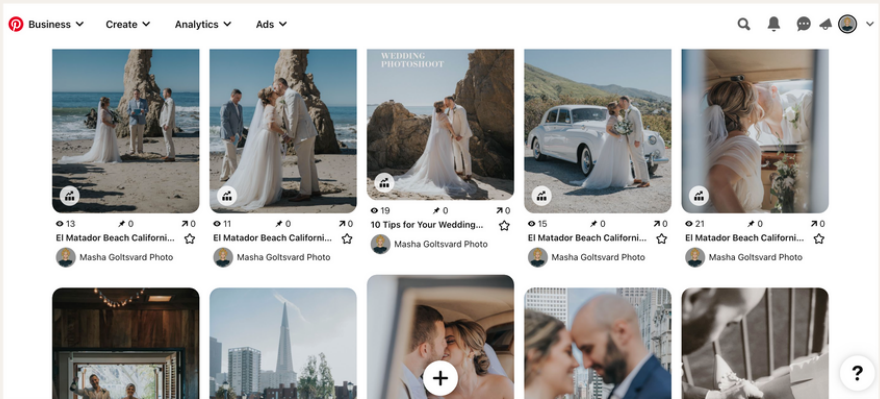
**Pier 7 Vista at Embarcadero:** When the sun starts to set and paints the San Francisco Bay with warm colors, Pier 7 Vista at Embarcadero becomes a dreamy haven.



## CHAPTER V

# How I work

First, we talk! During our Zoom consultation, you'll share your dream photoshoot concept, and I'll share my ideas too. After that, I'll create a mood board to guide you with poses. If you need outfit suggestions, I'll send you an outfits guide and even direct links to online stores if you prefer. This applies to both pre-wedding and wedding photoshoots. All you have to do is show up at the location, and I'll take care of the rest!



Feel free to reach me via email or in my instagram @goltsvard\_photo to book your consultation.



LAST CHAPTER

# Wedding Photography Preparation

## Step-by-step

**Zoom Consultation:** To kick-start the process, we'll have an initial consultation via Zoom. This allows us to get to know each other, discuss your vision, and understand your specific requirements for the wedding day. We'll go over the packages available and answer any questions you may have.



**Finalizing Last-minute Details:** As the wedding day approaches, we'll connect again a week prior to the event to go over remaining details. This includes confirming the timeline, moments you want to prioritize, and addressing any special requests. We'll ensure that everything is in place for a smooth wedding shoot.

**Wedding Day Shoot:** On the big day itself, I'll arrive 15 minutes before the start with prepared mood board. Throughout the event, I'll be there to capture every magical moment, from getting ready to the ceremony, reception, and everything in between. Step by step, everything we discussed.





# My packages

## Basic

### Wedding Package

\$2500

- 4 hours wedding coverage
- Free engagement photoshoot
- Meeting with the photographer prior to the wedding
- 250+ pictures

## Optimal

### Wedding Package

\$3500

- 6 hours wedding coverage
- Free engagement photoshoot
- Meeting with the photographer prior to the wedding
- 350+ pictures

## Ultimate

### Wedding Package

\$4500

- 8 hours wedding coverage
- Free engagement photoshoot
- Meeting with the photographer prior to the wedding
- 450+ pictures