



*Photographers
& Photo Retailers:*

You Can Profit from Event Photography

The who, what & how of building revenue from sports, wedding, and other event photography in your local area. Presented in collaboration with FUJIFILM North America and the new portable, affordable Frontier-S DX100 – ideal for producing renowned FUJIFILM Frontier quality prints on-site or in-store, in many popular and new sizes.

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Where is the event photography opportunity?

It's – literally – everywhere. From your local Little League to local companies. From community organizations, to churches, to schools, to professional associations in your town or state. From parties and charity events, to drama clubs, proms, fairs, and more.

Local youth sports organizations want team pictures and pictures of individual players – cheerleaders and coaches, too. When they have tournaments, both the leagues and the parents want professional action shots. Companies large and small sponsor golf tournaments, and they want attendees to go home with a photo reminder of the awesome day they had. Schools, churches, and other groups sponsor Santa, Easter Bunny, Halloween and other events – sometimes for charity – and sending participants home with a souvenir picture is a big part of how they build excitement, name recognition for their event, and loyalty for future gatherings.

But we're not talking about *just* taking photos. To be successful with the revenue-generating opportunity that event photography presents today, you've got to offer something *more* than the pictures that camera phone users can take themselves.

The purpose of this paper is to talk about what photographers and photo retailers can do to excel at this amazing full- or part-time business that's full of profit potential.



A welcome table and signage providing instructions and explaining options are important success factors for on-site event photography.

Who can take advantage of the event photography opportunity?

Photographers

Whether you have a lot of photography expertise or just a little, you can excel at event photography. What you need to succeed is:

- **Willingness to plan ahead.** While some events choose an event photographer at the last minute or as an afterthought, many organizations include photographer selection in their long-range planning. For company golf tournaments, a photographer might be chosen 6 to 9 months before the big day.
- **Marketing materials** that not only portray you as a capable photographer, but as a photographer with a *system* for efficiently handling traffic, followed by the smooth distribution of prints.
- **An assistant.** While one person can handle the photography, it's more efficient (and professional) to have an assistant capturing information from walk-ups, accepting payment, or answering questions. You'll also need someone to handle on-site printing (see below).
- **A professional set-up.** It's helpful to have a table (with your name and logo) that receives walk-up traffic. You may want signage that explains what happens next, what the print options are, costs, etc.
- **Photo customization.** With the prevalence of camera phones and digital cameras in the hands of many talented amateur photographers, you won't go far if you're just offering photos. One key to success is shooting on a green screen so you can enhance your shots with appropriate backgrounds. That's a great tip for portraits of individual athletes or cheerleaders. In cases where a green screen isn't appropriate (such as action shots at tournaments or shots where the location is the most appropriate background), you'll want to add logos and dates.
- **On-site printing.** If you simply load photos onto a website and wait for people to buy them, you may never sell enough. Often, photos loaded onto websites are copied and shared without the profit coming your way. Providing photos within minutes of when they're taken – *when the excitement is greatest* – is a better business model. And with the new FUJIFILM Frontier-S DX100 (see below), cost-effective on-site FUJIFILM Frontier quality prints have never been easier.

- **The ability to be part of the fun.** The best photos are taken when subjects are at ease and smiling naturally. It's important for you to help people not feel nervous – and be a participant in the fun.

Photographer tip: Don't just give out a photo, use cardboard frame folders to increase the presentation value of the picture. Choose a plain folder, or choose a folder pre-printed with imagery that's relevant to the event (e.g., golf images for a corporate golf tournament).

Photographer tip: The Frontier-S DX100 offers a broad range of print sizes – including trendy square 6x6 and 8x8 prints. You can print panoramas up to 8x39, too, which opens new opportunities for team pictures and wide-angle on-field shots.

Photo Retailers

Working with local photographers, your opportunity comes in many forms:

- **Provide on-site support.** Member(s) of your staff can work with the photographer to man the front desk, add backgrounds for green-screen shots and logos, and handle the on-site printing. (See info on the new FUJIFILM Frontier-S DX100 below.)



Green-screen shots enable you to provide a keepsake photo that's significantly different from what can be captured by a camera phone or amateur photographer.

- **Rent an on-site photo-printing solution.** This may be attractive to photographers who don't have an everyday need for on-site printing capabilities – or photographers who are ramping up their event photography business. (Note: about 85% of event photographers have other jobs, so they may not need or have the set-ups, software expertise, crew, or printing technology you can provide.)
- **Work with local photographers to build a mutual event photography business.** You can pool your local contacts and build on each other's reputations to seek new business from local businesses, charities, schools, and more.
- **Create and produce marketing materials.** While many photographers provide excellent photographic images to their customers, not all of them are as good at creating the marketing materials they need to excel. Working with your graphic design contacts and using your in-house printing capabilities, you can be an excellent source of marketing materials for photographers including flyers, leave-behinds, signage, table-top displays, photo book portfolios, and more.

Photo retailer tip: Run a class for photographers explaining what's needed to get into the on-site event photography business and describing all the ways you can support them or work together with them to increase your mutual profits.

Tips for building an event & on-site photography business:

Your local Little League or similar youth sports organizations for sports such as soccer, basketball, football, hockey, lacrosse and tennis are often interested in shots of individual players. Here are some proven scenarios:

- Use a green screen when shooting individuals. Using software such as Darkroom Professional (www.darkroomsoftware.com) you can add appropriate backgrounds and logos to the prints. For green screen shots, you'll need 2 or 4 studio lights. Companies such as The Photo Place (www.PhotoPlaceOnline.com/templates.html) have created many hundreds of different backgrounds you can choose from.
- By shooting individuals on a green screen, you can assemble a team photo. That's a great way to include only the players who have made the cut.
- Make it easier for young athletes and cheerleaders to pose themselves by providing a posing chart with positions that are relevant for the sport. Posing charts also help speed subjects along, since the photographer will spend less time helping people get into an appropriate pose.
- To get team photography assignments, identify the decision maker(s) by contacting individuals in the league office, or ask coaches or other staff who makes the buying decision. These leagues may have existing relationships with photographers, so be sure you emphasize what you can do that's better or different – such as using a green screen, adding team logos and dates, and having an efficient system for getting pictures taken quickly.
- 5x7 and 8x10 prints are popular for this type of photography. You can typically charge \$10 to \$15 per print – find out what's appropriate to your local market. Typically, this price is paid by the parents or grandparents of the athletes; your profit is whatever you collect minus expenses.



A posing chart makes it easier for often-nervous young people to get into a photo-worthy position. Posing charts also help traffic to flow more smoothly and quickly, since the photographer will need to spend less time positioning subjects.



Youth sports leagues also participate in tournaments, where you have an opportunity to profit from action shots.

- One proven scenario is to set up a table that invites parents to purchase action shots from you at the event. They pay a fee (for example \$10) and explain who their child is (for instance by the number s/he is wearing). Your photographer(s) take pictures of the child, then you text the parent when the shots are ready for review. Parents then pay for each individual picture of their child that they select.
- As with the individual team pictures mentioned above, 5x7 and 8x10 prints are popular sizes and you can typically charge \$10 to \$15 per print depending on the prevailing prices in your local market. When your on-site printing uses the Frontier-S DX 100, you can efficiently produce panoramas and trendy square prints as well.
- Your best profit opportunity is at all-city, regional, or state tournaments since parents are willing to pay more for photographically-preserved memories of these very special accomplishments.
- When shooting action photography, using a long lens not only provides close-up actions shots, it impresses parents and grandparents, making them more likely to buy.

Photographer tip: Build a relationship with referees and umpires so they'll allow you to shoot from on the field rather than through the fence. This also helps ensure that you're getting shots that camera phone users and parents can't get for themselves.



Company or charity golf tournaments are another great opportunity for on-site event photography. In this case, the organization will typically purchase a quantity of photos: give one price for (for example) up to 300 5x7s and another price for up to 400 5x7s. With the Frontier-S DX100, square 6x6 and 8x8 squares and panoramas are also a possibility. Having the ability to offer these sizes can also be a competitive advantage for you over photographers who use on-site dye sublimation printing.

- One proven scenario is to set up your photography station at an early hole, taking a shot of each group of four players. Players can pick up their photos at the end of the tournament – for instance in the clubhouse, where the printer(s) can be located, since there will be a good power source there.
- You can take “straight” shots enhanced with the tournament name and date. Or you can encourage the golfers to have some fun in the shot – such as by donning silly golf hats or striking exaggerated golf poses. Try taking a silly shot and a straight shot of each set of golfers.
- To develop tournament opportunities, contact the golf pro at the golf course. S/he is typically responsible for lining up services such as tournament photography.
- Note: photographers may be engaged 6 to 9 months in advance. Make sure you have compelling materials to leave behind with the pro, since s/he may be considering several competing photographic services. Note, too, that the pro may expect a finder's fee (generally about 10%) if you're selected.

Proms are also a great opportunity for on-site photography. To get this business, contact the school or the manager of the event hall.

- Consider setting up a photography station in the lobby of the venue where the dance will take place. Shoot couples or individuals – then make 5x7 or 8x10 prints available with the prom date and a logo for the school.
- Your 5x7s or 8x10s can be sold for \$10 to \$15 each. The presentation and keepsake value of the photo is better when you include a photo-frame folder, so be sure to figure this cost into the price of your photos.

Weddings are an opportunity even for photographers who aren't wedding photographers *per se*. Automated photo booths are popular at weddings around the country, but you can offer a more personable experience.

- If prearranged with the wedding photographer and/or bride, take photos of guests as they arrive at the church. Guests will have a valuable keepsake of the wedding showing them arriving in their formal attire with dramatic church architecture behind them.
- At the reception venue, set up a lovely background and encourage guests to have a keepsake picture taken.
- Take keepsake shots of whole families, the bridal party, couples, guests with the bride and/or groom, or just individuals in their formal outfits.
- Using software, add the date and bride & groom's name to the print, which can be picked up at the end of the event.
- Typically, your photo station will be set up for a few hours and the bride will pay you one price for up to a certain pre-arranged number of prints.
- Get this business by having a presence at local bridal shows, which are frequented both by wedding planners and brides looking for wedding-related products and services. Most metropolitan areas have bridal shows several times a year at local convention centers or hotels.

Corporate parties and events can also be a great opportunity.

- Holiday celebrations, charity events, and PR events (such as the launch of a new product or a rebranding) are common reasons why companies host events.
- You can set up a photo station at the event; attendees can pick up their photos during or at the end of the evening. Use software to add the date, event logo and/or slogan to the print.
- Typically, the event will purchase a maximum quantity of prints from you for the event.
- To acquire this kind of business, contact the PR department or Human Resources. Or call the main company number and ask who is responsible for event planning.

You also have opportunities to take Santa or Easter Bunny photos, shoot Halloween costumes, work with school or community drama clubs, graduations, martial arts classes, set up outside tourist attractions or community events, and more. Basically any organization that has customers or participants who want to remember an event from the basis of a revenue opportunity for you.



Tip: Collect props and costumes that customers can dress up in to make memorable photos. Both kids and adults can be enticed to dress up. Party stores, thrift shops, and garage sales are great places to build a collection.



The FUJIFILM Frontier-S DX100 weighs approximately 50 pounds and requires just 2.2 square feet of space, so it can be transported to events for on-site printing.

Why the FUJIFILM Frontier-S DX100 is an outstanding new asset for event photography

The Frontier-S DX100 provides commercial-grade inkjet printing with a wide color gamut, smooth gradation, and deep blacks. Exceptional glossy prints with sharp detail are achieved with the combination of FUJIFILM Quality Dry Photo Paper for DX100 and the six Fujifilm VIVIDIA™ ink system. When combined with Fujifilm's innovative Image Intelligence™ image processing technology, it's a compact yet powerful printer design.

In fact, the Frontier-S DX100 can produce a 4" x 6" print in 10 seconds (using 6" paper and standard mode) and supports various print sizes from 3.5" x 5" up to 8" x 39" (including popular 4" x 4" square and 8" x 10" sizes) for ultimate flexibility. Its variable print size and surface flexibility offers significant efficiencies and profit opportunities.

Compared with the dye-sublimation printers many photographers use on location (such as at events or outside tourist venues), the Frontier-S DX100 offers superior color gamut, and is a more flexible printer with potentially lower consumable operating costs. The wide range of sizes – including the ability to output trendy square prints and panoramas – can be a great advantage for on-site photographers.

Specs and features:

- Six colored VIVIDIA™ inks for beautiful reproduction
- Outstanding FRONTIER print quality with inkjet technology
- Optional FUJIFILM Image Intelligence™ to optimize photo reproduction
- Run as stand-alone event photography printer or use multiple printers configured in retail minilab or kiosk applications
- Single roll paper capability
- Compact footprint only 2.13 square feet; just 2.2 square feet required to operate the printer with the catch tray
- No chemical waste or storage
- Easy replacement of ink cartridges, ink waste tank and waste paper disposal using a simple "open and remove" process
- Easy operator interface requires minimal user involvement and training
- Print Method: Piezoelectric Inkjet System
- Print Capacity: Approx. 360 Prints/hr 4R (4" x 6")
Approx 120 Prints/hr 8R (8" x 10")
- Print Size: 3 1/2" x 5" - 8" x 39"
- Processing time (dry to dry): Approx 45 seconds (fastest time)
- Print Resolution: 720 x 720dpi, 1440 x 720dpi (HQ mode)
- Paper: Roll Paper - 4" x 213', 5" x 213', 6" x 213', 8" x 213'
- Paper Type: Glossy / Lustre – FUJIFILM Quality Dry Photo Paper for the DX100
- Ink Cartridges: 6 Color (Y, M, C, BK, Pink, Sky Blue) of dye-based VIVIDIA™ ink (Volume 200 mls per color)
- Floor Space: Approx 2.13 Sq Ft
- Total Installation Space: Approx 2.13 Sq Ft
- Dimensions (in): L 18.11" x W 16.93" x H 13.94"
- Weight: DX100 PRINTER body (including paper and ink cartridges) weight 51 lbs

For more information, please go to http://bit.ly/fujifilm_fronter-s_dx-100

Interested in purchasing the Frontier-S DX100? Please call Fujifilm at 1-877-845-1608, Monday to Friday from 8:30 am to 5:00 pm Central Time



Jeff Gump **Gump Sports Photo**

Jeff has been sharing his experience with photographers throughout the country for more than 25 years. Groups like PMA, SPAA, PPA, and regional and state associations have called on Jeff to share his vision for event and on-site photography.

As a Sports and Event photographer, Jeff has had the opportunity to photograph for the National Football League, Professional Golf Association, and many other professional sports organizations. But even with the excitement of his professional sports opportunities, Jeff's passion has always been photographing high school and youth sports, as well as corporate and social events.

Jeff has a gift for marketing, and he holds nothing back when it comes to sharing. By sharing, he feels that he's giving back to those in the industry who have shared with him over the many years.

Jeff's success in event photography has allowed him the opportunity to diversify his business by photographing corporate golf outings, proms, Santa photos, weddings (photo Booth style), graduations, schools, and private parties. With recent advancements in software and printers such as the new FUJIFILM Frontier-S DX100, Jeff sees no end to the possibilities for photographers and photo retailers.

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