

The Basics

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***Branded action photos are a powerful advertising medium to reach amateur athletes.
Advertising dollars from branded action photos increase total event revenues.***

How does it work?

1. The event organizers, advertisers and event photographers partner for an event
2. Five or more professional action photos are taken of each participant at the event
3. Participants and friends request FREE photos from the event photography website
4. The FREE photos are branded with the advertisement and emailed to the participants
5. All logistics between advertisers, photographers and branding are handled by BSP
(There is **no extra work by the event organizers** other than to promote the FREE pictures)
6. The participants share their photos on Social Networks (Facebook, Pinterest, IM, Instagram, etc.)

Who finds the advertiser and photographers?

1. BSP staff can work with event organizers and contact existing advertisers or sponsors
2. BSP maintains a list of advertisers for specific regions and sporting events nationwide
3. BSP will work with your event photographers or supply their own for any size event.

How valuable are branded photos?

1. Branded photos can target athletes in specific regions and selected times of the year
2. Personal action photos are discretely branded with advertisements and FREE to anyone
3. Branded action photos are priceless mementos for participants, friends and family
4. Branded photos are emailed to participants with promotions and links to the advertiser
5. Participants keep their branded photos indefinitely and share them on Social Networks
6. Each shared photo and branding is seen by 200 or more Internet friends and followers
7. Branded photos create good will and loyal customers (**perceived photo value can reach \$100+**)

How much & who gets the dollars?

1. Advertisement dollars are tax deductible if the event qualifies as a non-profit
2. Typical advertisement costs are \$1 to \$10 per event participant
(**Multiple advertisers can participate in an event** with each advertiser paying less per participant)
3. Two-thirds of the advertisement dollars go to the event
4. One-third of the advertisement dollars pay for the photography and branding services
5. These figures may vary depending on the type of event and other circumstances.