

JOWDY

# TOUR OPERATION PHOTOGRAPHY

## Buffalo Bills

### Stadium Daily Tour Projections

#### Photo op & Online Retail

Tour Hours: 10am - 5pm

Attendance 300

Per Cap \$ 1.75

Revenue After Tax \$ 525.00

CC Fee \$ 13.13

Threshold \$ 397.55

After Threshold \$ 127.45

Revenue Share \$ 12.75

Revenue Share % 10%





# GAME DAY PHOTOGRAPHY



We can provide multiple game day photography services. Fan Photography, Suites, Premium Area Photo Op, Sponsors, etc. throughout the venue. Fan Photography is a great way to enhance the Fan experience and provide a souvenir for the Fan's memory. Providing photography in Suites is a great premium offering for your premium Customers and provides a fantastic keepsake for their families and guests. Providing a photo op with an Alumni Player in a premium area is a great value add. Photography options for Sponsors provides great branding, creates awareness, generates interest, and collects data. These services are a great added value for the Fans!

- Roaming Fan Photography
- Special Photo Ops
- Suites Photography
- Sponsor Photography

# GAME DAY PHOTOGRAPHY



Buffalo Bills	
Game Day Photography Projections	
Roaming	
Shot Variables	
Total Games	1
Number of Photographers	15
Images per Photographer	300
Total Images	4,500
\$ per Image	2.5
Total Sales	\$ 11,250.00
Threshold	\$ 6,417.00
After Threshold	\$ 4,833.00
Revenue Share	\$ 1,125.00
Revenue Share %	10%



Suites	
Total Games	1
Number of Photographers	2
Per Game Cost	\$ 5,000.00
Total Cost	\$ 5,000.00
Total Suites	60
Online Sales per Image	\$ 0.77
Total Online Sales	\$ 462.00
Revenue Share	\$ 46.20
Revenue Share %	10%



# Game Day Photography

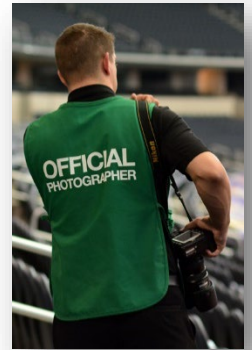
## Objective:

- Capture Fans throughout, enjoying the stadium experience.
- Text image directly to Fans.
- Enhance the Fans experience.
- Provide the Fans a lasting memory.
- Separate text will provide link to the website for optional products.
- Secure consumer data, if desired



## Strategy:

Have Roaming Photographers in bright green “Official Photographer” vests to engage with Fans.

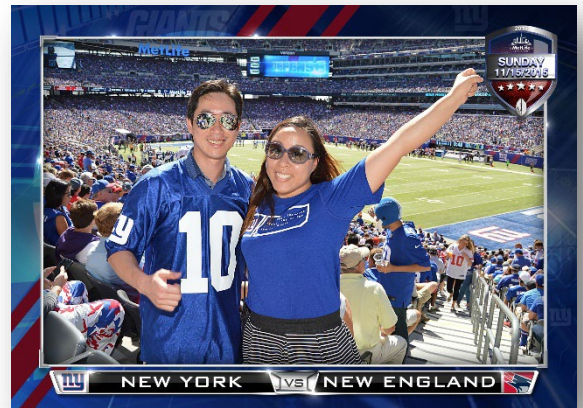


## Tactic:

Fans outside and inside the stadium will have the opportunity to have a photo taken by a professional photographer capturing the special moment and experience.

## Product Delivery:

- Custom game day graphics are unique for each game.
- Digital image texted directly to Fans with the custom border.



# Game Day Photography

## Creative/Design:

- Buffalo Bills to provide artwork.
- Jowdy Photography will create draft and final graphics.

## Customer Contact:

- Each Fan will be texted their image once their picture is taken.
- Each Fan will receive a text with the link to view/order prints and accessory items.
- Each Fan will receive a reminder text with the link to view/order prints and accessory items.

## Photography Service:

- Roaming photographers for games
- Exterior of the stadium starting 2 hours prior to kick
- Interior of the stadium for the duration of the game

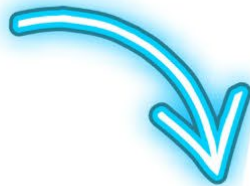


# DELIVERY METHOD: INSTANT DIGITAL



## TAKE A PHOTO & TAP-A-FACE

Photographer takes the photo, reviews the photo on the iPhone screen, and taps-a-face to send it.



## ENTER PHONE NUMBER

Photographer enters the phone number for each person in the photo.



**-OR-**

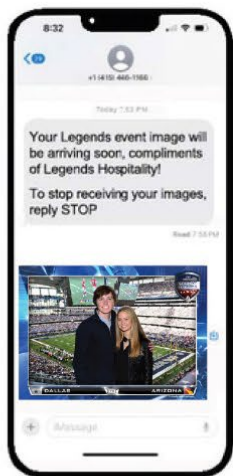
## SCAN QR CODE

If guest registers by scanning a QR code, photos will automatically be sent to them.



## DIGITAL DELIVERY

Guest will either receive a link to the image and/or the digital file.



## EQUIPMENT SETUP

Clean, simple setup with a iPhone tethered to a professional camera.

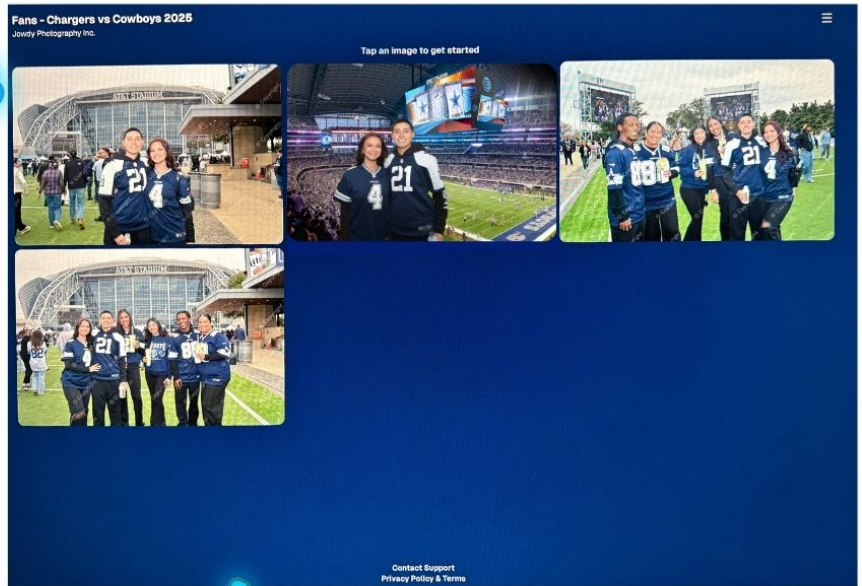


# FULFILMENT METHOD: ONLINE SALES



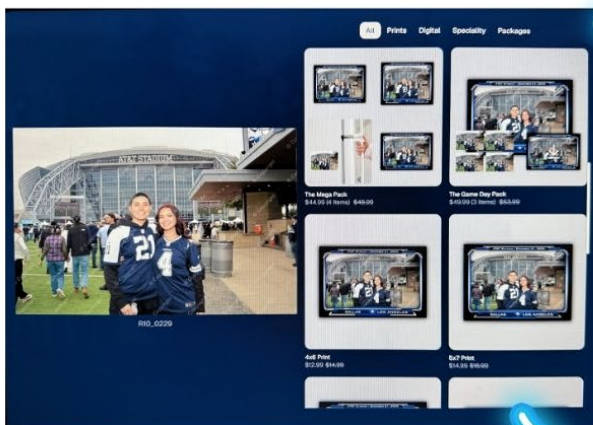
## TAP THE LINK

Guests will receive a link to view their personal gallery of photos online



## PERSONAL GALLERY

All photos taken of the guest by any of our photographers will automatically appear in their own personal gallery



## SELECT & EDIT

Guests will have the ability to select their photos they would like to purchase and then crop, add filters, and apply the custom event border before adding to the cart. There are many products and packages available.

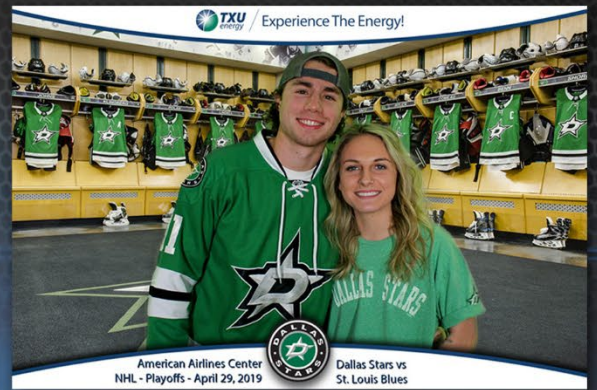
## FINAL PRODUCT

Any printed products purchased will be sent mailed to the guest. Digital images will be sent directly to their phone via text message and/or email.





# SPONSORSHIP PHOTOGRAPHY

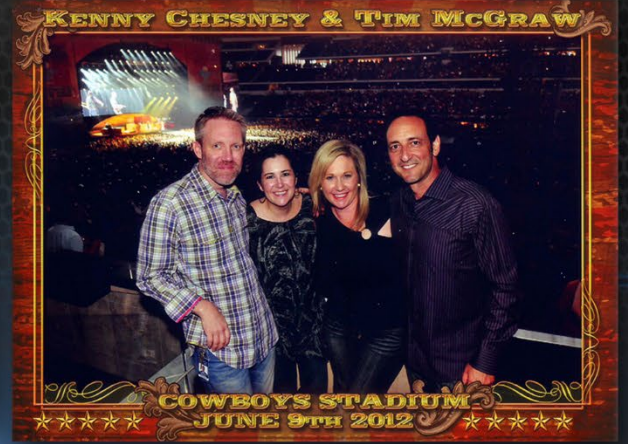


Everyone loves to have a picture to remember the day at the stadium. Co-Branded photography provides a great value to your Sponsor and the Fans. Guests want a photograph to remember the special event and we can provide a variety of our photography services to give it to them. These offerings give your Sponsor the opportunity for a unique giveaway and the Fans love it! We can also provide data captured from these services.

- CoBranded Graphics
- A Variety of Deliverables
- Data Capture
- Fans Love It



# SPECIAL EVENTS PHOTOGRAPHY



- Sporting Events
- Concerts
- Team Events
- Stadium Events

Your Venue and each Event are unique, so the guest will want a photograph to remember the special event. We can provide a variety of photography services to enhance the experience. We can tailor our operation to the unique demands or constraints for each event. Our creative team can incorporate special graphics to personalize each event. Providing photography is a great service to personalize the guest experience for all events.



# SPECIAL EVENTS PHOTOGRAPHY

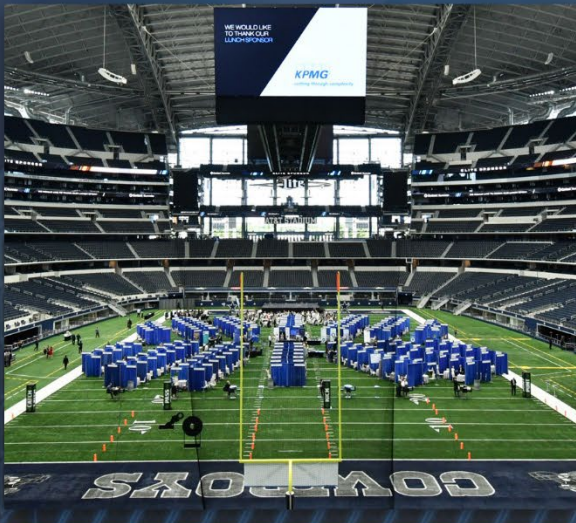
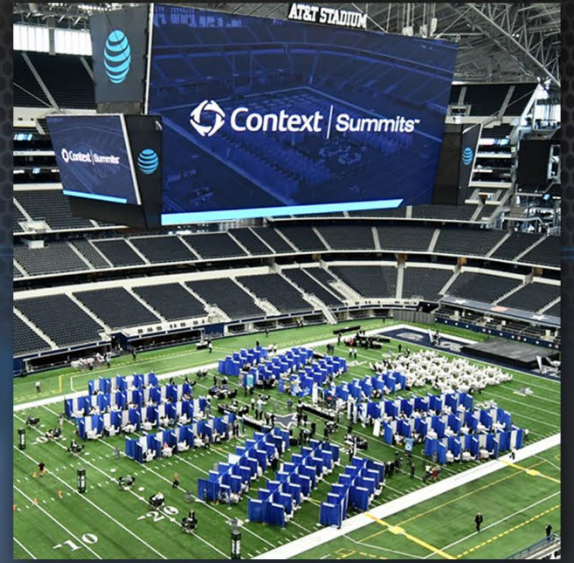


- Training Camp
- NFL Draft Day
- Season Ticket Holders
- Christmas Events



# PRIVATE EVENTS

PHOTOGRAPHY



Your Venue and each Event are unique, so they will want photography to remember the special event. We can provide a variety of photography services to enhance the experience. We will incorporate special graphics to personalize each event. Providing photography is a great way to personalize the guest experience and a souvenir for guests to have at all events.

- Corporate Events
- Association Events
- Community Events
- Team Building

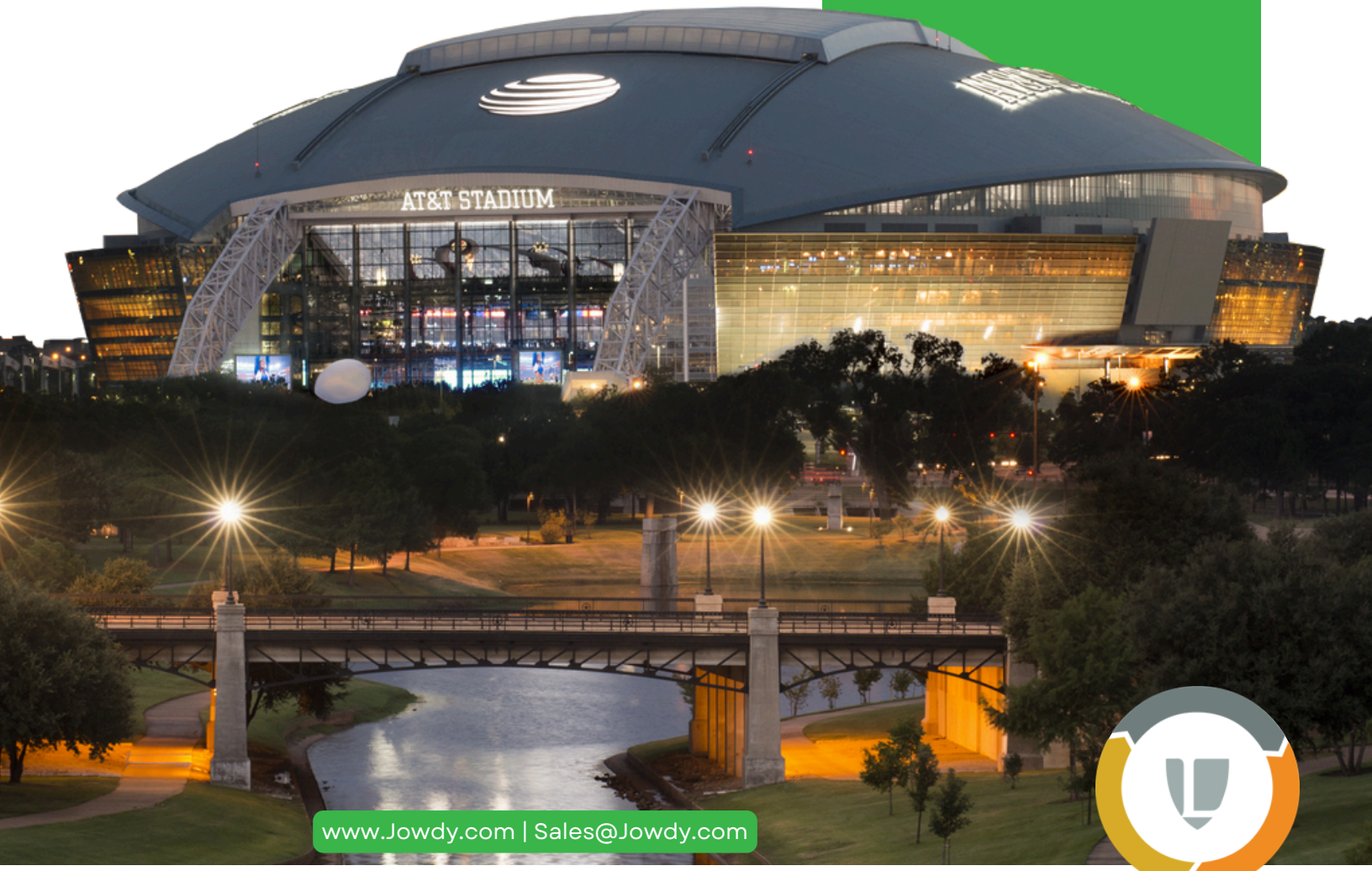
# Sample Services Price Sheet



AT&T STADIUM

# EVENT PHOTOGRAPHY SERVICES

 BOOK NOW



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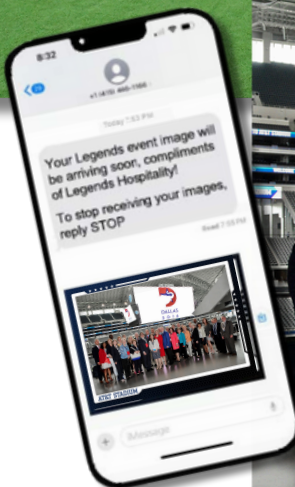


# GROUP PHOTOGRAPHY

\$500 Per Group

- Includes:
- Photographer
  - Group Picture
  - Border with Company Logo
  - Digital Image
  - Up to (50) 5x7 prints (1 per person)
  - Additional prints \$5.00 each

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 **BOOK NOW**





# EVENT COVERAGE PHOTOGRAPHY

- \$450 Up to Three Hours
- \$150 Additional Hours
- \$200 Website with Free Downloads

- Includes:
- Photographer
  - Full event photography coverage
  - High resolution images (emailed link to download)
  - We have Team & Stadium logo rights
  - Lifetime image storage

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# STATIONARY PHOTO OP ONSITE PRINT AND/OR TEXT DELIVERY

- \$1,800 Onsite Printing Delivery (Up to 3 Hours)
- \$2,000 Onsite Text Delivery (Up to 3 Hours)
- \$2,300 Onsite Print & Text Delivery (Up to 3 Hours)
- \$200 Images on Thumb Drive (Additional)

- Includes:
- Photographer
  - Computer Tech
  - 5x7 Prints
  - Unlimited prints during event (Limit one print per person per shot)
  - Average of 120 prints per hour
  - Graphic background & border options
  - Custom Graphics

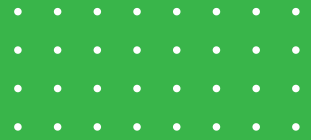


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## AT&T STADIUM



Sample Event Border



Sample Event Border With Client Graphic Added



AT&T STADIUM

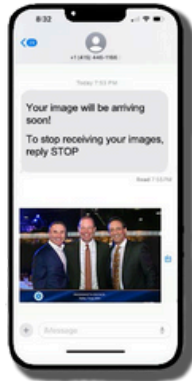
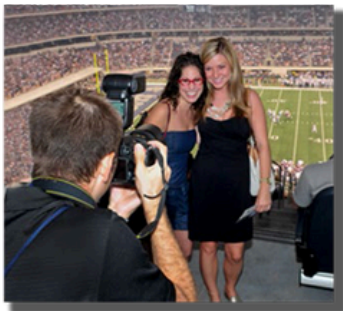
# RDDS ROAMING DIGITAL DELIVERY SERVICE

\$600 Up to 3 Hours  
\$200 Additional Hours

Photographer roaming throughout the event, instantly texting pictures to guest phones.

**RDDS**  
ROAMING DIGITAL  
DELIVERY SERVICE

### THE PROCESS



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**BOOK NOW**





# EVENT COVERAGE VIDEOGRAPHY

## B Roll:

\$600 Up to Three Hours

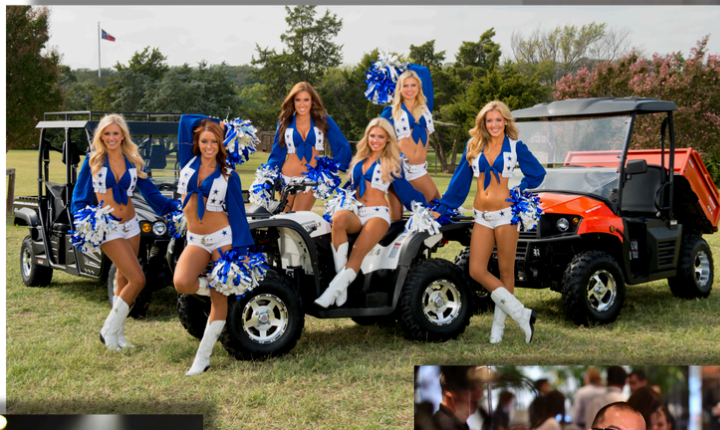
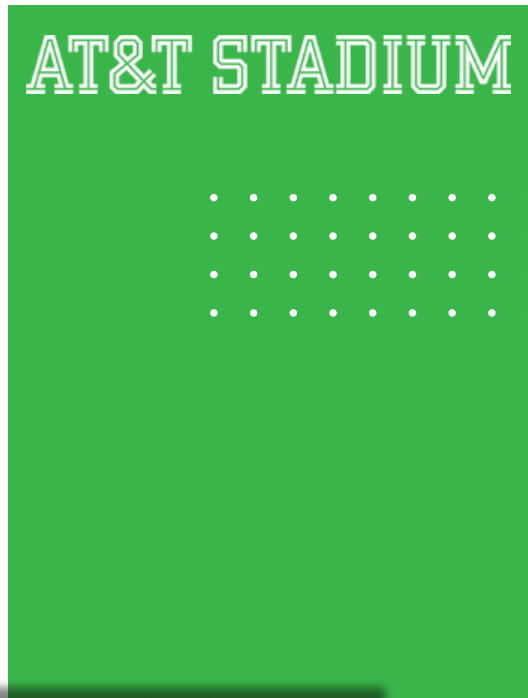
\$200 Additional Hours

## Edited:


\$1,200 Up to Three Hours

\$400 Additional Hours

- Includes:
- Videographer
  - Full event video coverage
  - High resolution video (emailed link to download)
  - We have Team & Stadium logo rights
  - Lifetime video storage



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 **BOOK NOW**

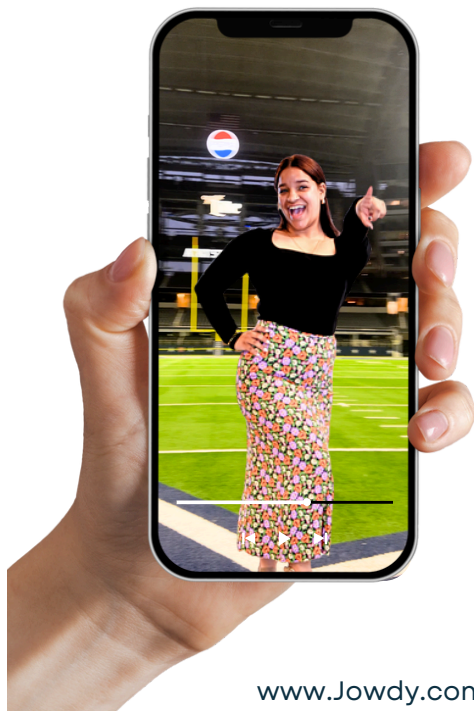


# 360 VIDEO BOOTH

\$900 Up to 3 Hours  
(includes a single staff member)  
\$200 Additional Hours

Our 360 Video booth creates a fun memorable video by capturing high-quality slow-motion video, ensuring that every moment is captured perfectly.

We have the versatility to offer it in an open atmosphere or with a controlled background so your guests will have a great video to remember the experience.



[> BOOK NOW](#)





# SELF-SERVE PHOTO BOOTH

- \$700 One Hour (includes a single member)
- \$200 Additional Hours
- \$200 Green Screen Add On
- \$200 Images stored on Thumb Drive

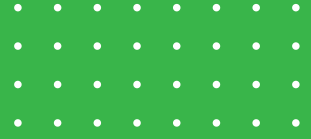
Provide fun, entertainment and great photo memories. Immediate digital delivery to phone or email.

Includes: Computer Tech  
Custom Border  
Drape Background  
Digital Delivery of images

\*Onsite printing available for additional fee



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