



JOWDY



“What makes a company great is a desire to be great.

At Jowdy Photography we have a passion for the art and to meet or exceed our customer's expectations. For 32 years Jowdy Photography has provided a wide range of photography services to our clients all over the country. We provide Fan photography for the Dallas Cowboys, New York Yankees and others. We are vigilant about new technologies and ways to use it, old-fashioned about the service we provide our customers and possess a creative hunger to provide the best memory. Our goal is to push the leading edge of photography, taking on huge challenges to do what others cannot do and what others do, do better.

As a full service photography company we have a graphics department that will create unique custom graphics to make it right. Our accounting staff is quick to report and resourceful to find ways to increase revenue. We are the market leader for onsite printing with the latest computers, printers and specialty software. Jowdy Photography provides solutions unique to our clients' needs, unlike some companies that use third party systems.

In our quest to be the best we want to work with the best. Jowdy Photography will have an untiring commitment to delivering professional quality and old fashioned service to improve the experience for everyone.”

JOWDY
PHOTOGRAPHY



TOUR OPERATION PHOTOGRAPHY

- General Tours
- VIP Tours
- Private Groups
- School Groups



We design a photo workflow to integrate with the overall tour experience. We successfully incorporate one or multiple photo ops into the guest's visit. Multiple photography offerings provide choices that cater to the desire of the individual and offer upsale potential. We provide unique elements that guests are unable to produce themselves making it a great unique souvenir. Our photography is a key element in the overall tour experience and is used as a selling point by the Tour Sales Team.



SPECIAL EVENTS PHOTOGRAPHY

- Sporting Events
- Concerts
- Team Events
- Stadium Events



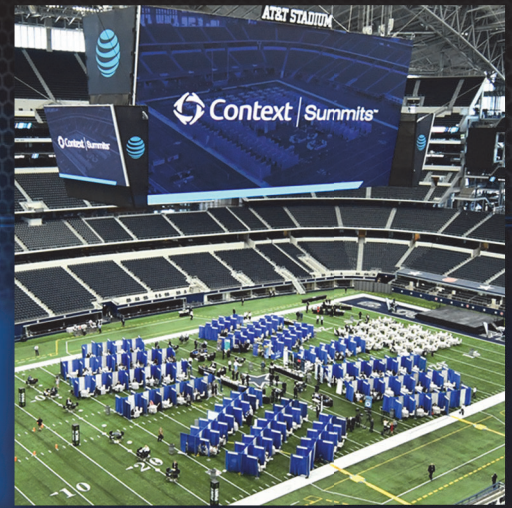
Your Venue and each Event are unique, so the guest will want a photograph to remember the special event. We can provide a variety of photography services to enhance the experience. We can tailor our operation to the unique demands or constraints for each event. Our creative team can incorporate special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



PRIVATE EVENTS

PHOTOGRAPHY

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



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.

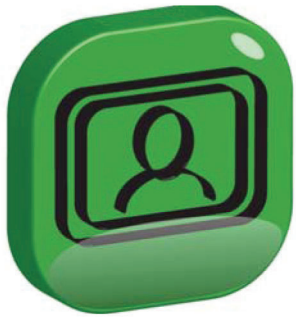


GAME DAY PHOTOGRAPHY

- Roaming Fan Photography
- Retail Green Screen
- Suites Photography
- Sponsor Photography



We provide a variety of game day photography options for our Clients to choose from. Photography of Fans anywhere in the sporting environment is a great souvenir of a great Fan memory. Green screen provides Fans a fun photo opportunity that they could not otherwise get. We can offer special packages for Suite Holders to provide great souvenirs for their families and guests. We also have several services for Sponsors that provide great branding, create awareness, generate interest, and collect data. These services are a great added value for the Fans.



FAN PHOTOGRAPHY

- Tailgating
- Game Time
- Attractions
- Post Game



Fans are passionate about their sports. We memorialize their game experience with pictures that focus on the event and not just the game. We include party areas like tailgating or plazas. We capture the moment for the Fans and provide photos or memorabilia that adds value to their experience. We photograph Fans as they enjoy the stadium atmosphere and personalize the photo with unique borders and graphics that marks the point in time for them to remember forever.



GREEN SCREEN PHOTOGRAPHY

- Tours
- Game Day
- Private Events
- Sponsor Branded Program



Green screen photography provides Fans a fun way to be captured with any background. Each of our custom backgrounds are designed to provide an amazingly realistic photograph. We make it look like they are on the field, in the locker room or anywhere else. It is also a great option to create a fun interactive experience with branding. The Fans leave with a great experience and a photograph to take home as a souvenir.



DIGITAL PHOTOGRAPHY

- Text Image
- Email Image
- Image Download
- Branded Cards & Website
- Data Capture



Everyone loves to get a picture instantly and share it! Digital delivery does just that and better. We capture Fans in a special setting with a custom theme border added to the image. Better yet, we can give it to the Fans for FREE! This is a Great value for Sponsors. It's a memorable souvenir and easy to share with friends and family on social media. We offer a variety of ways to deliver the image by text, email and download. Texting or emailing the image will include a Sponsor message. When downloading we can use Sponsor branded ID cards with instruction to obtain their image from a custom branded website. All of these options can also capture a variety of personal data.



WEBSITE ONLINE STORE

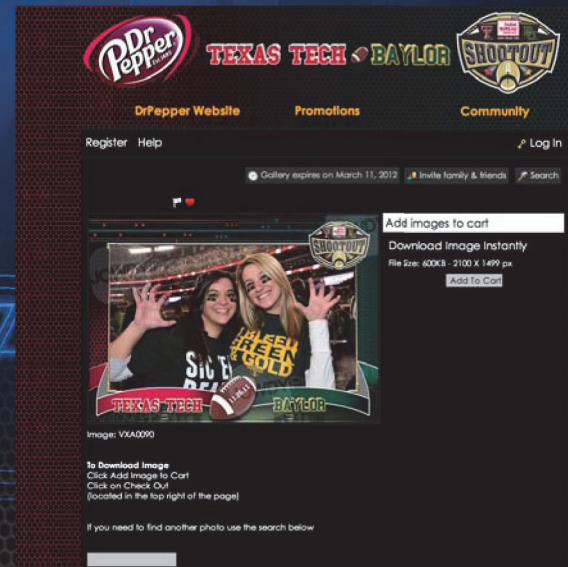
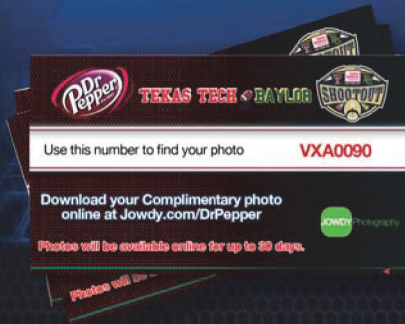
- Fan Photography
- Green Screen
- Sponsor Programs
- Tours
- Special Events



We can create and host a custom website designed specifically around your brand or promotion. The online store will host the images for Fans and special event guests to view and place orders online. In addition to custom photography souvenirs, we also offer a wide variety of products online such as posters, mugs, magnets and mouse pads that provide a personalized souvenir to remember your event well after visiting your venue. We manage the store for you and provide all fulfillment to deliver a turnkey solution.



GAMEDAY BUYOUT



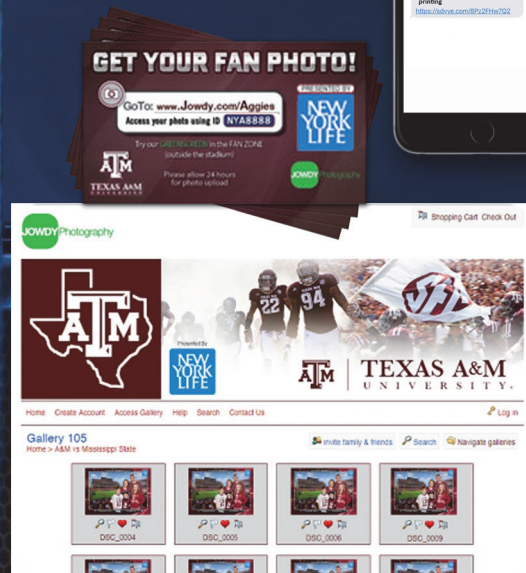
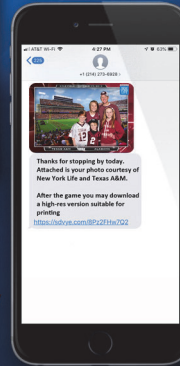
The buyout is a great opportunity for Sponsor's programs and branding. The buyout offers full branding with themed design on all marketing tools and deliverables. We offer Fan photography throughout the venue, we can text the image instantly or provide the Customer with a uniquely branded ID card with instructions for downloading their free image. Fans are directed to your personalized website. We can capture a variety of personal data for statistical analysis.

- Branded Website
- Branded Cards
- Branded Border
- Data Capture
- Free Downloads



SPONSORSHIP PHOTOGRAPHY

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



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.

DALLAS COWBOYS



“Jowdy Photography has been a valued partner of the Dallas Cowboys for over three years. Jeff has a passion for his business and that passion is shared throughout his organization. They take great pride in providing exceptional service to the Cowboys and the customers we are serving.”

-Eric Sudol

Senior Director, Corporate Partnership Sales and Service
Dallas Cowboys





“Over the past year, I have found Jowdy Photography to be extremely proficient in every manner. The presentation of their booth on the concourse of the American Airlines Center at our games has been very professional. Their staff has been courteous and engaging with our fans.”

“Jowdy Photography’s creativity has created another level for our fan experience, and sponsor engagement. The quality, service, and follow-up has been a pleasure to be around.”

“I would have no hesitation recommending Jowdy Photography for any event. “

- Billy Phillips

Senior Director of Corporate Sponsorships
Dallas Mavericks



New York Yankees

"I would like to recommend the usage of Jowdy Photography in your establishment. Yankee Stadium has used Jowdy Photography for the past 3 seasons. In this time period we have increased our business substantially. Also, Jowdy Photography is tops in their field in technology, quality and customer service which Yankee Stadium insists upon in their operations."

"We have also used Jowdy Photography for outside uses such as special events and "green screen" opportunities."

- **Michael Loparo**

Vice President-Merchandising/Licensing
Legends Hospitality Management
Yankee Stadium



Season Ticket Holder Photography



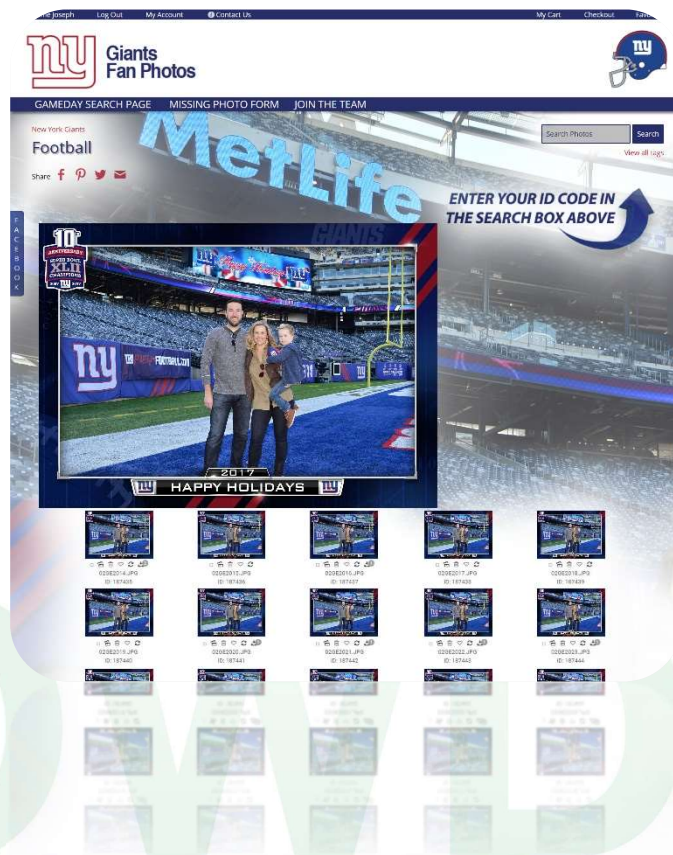
A great way for a Team to show appreciation to their Premium Ticket Holders. We provide exclusive photography offerings for Season Ticket Holder Events for onsite and/or online delivery.

The Season Ticket Holders can receive their prints onsite, by text and email. We also can create a custom website for them to download their image.





Website Samples:



JOWDY PHOTOGRAPHY



VIP Sideline Photography
Game Days & Special Events

Service:

We provide photography at designated locations of VIP Fans on the sidelines before the game and events.

Process:

Option 1:

VIP Fans photographed will receive a unique photo ID card. That card will include a website link and a unique photo ID number that they will enter to view online.

Option 2:

VIP Fans photographed will provide photographer their phone number and the photographer will text them the image instantly. The text can include special content and a link that directs them to their image online to view and purchase a variety of print sizes and products.

Option 3:

VIP Fans photographed will receive a print onsite. The prints include the image number in the bottom right corner. The prints are placed in a custom folder for delivery. They are delivered to the VIP Fan in seconds. The print will include the image number and website link in the bottom right corner. The link directs them to their image online to view and purchase a variety of print sizes and products.





Suites Photography
Game Days & Special Events



Service:

We provide photography to 330 suites on five levels. We enter each suite starting at kickoff, taking photos of people as requested by the suite holder.

Process:

The images are delivered to our print stations where we print two prints of each image. The prints include the suite and image number in the bottom right corner. The prints are placed in a custom folder and organized by suites for delivery. They are delivered to each suite before the end of the game.

Deliverable:

Each suite receives two complimentary prints of each photo taken in their suite, in a custom folder.

Background:

The average NFL game last 3 hours and 15 minutes, so this process must be well organized and professionally executed.



RDDS
ROAMING DIGITAL
DELIVERY SERVICE

THE PROCESS

TAKE FAN
PHOTO



APPLY CUSTOM
BORDER



ENTER MOBILE
NUMBER



DELIVERY TO
PHONE



FINAL BRANDED PHOTO



Roaming Digital Delivery System

Text Service Provides:

- * Text content for Sponsor
- * Low Res image attached
- * Click link to webpage
- * Download High Res
- * Sponsor links





For over 30 years Jowdy Photography has provided a wide range of photography service for our Clients all over the country. We have provided a range of photography services for the Teams and Events above.

Fan Photography

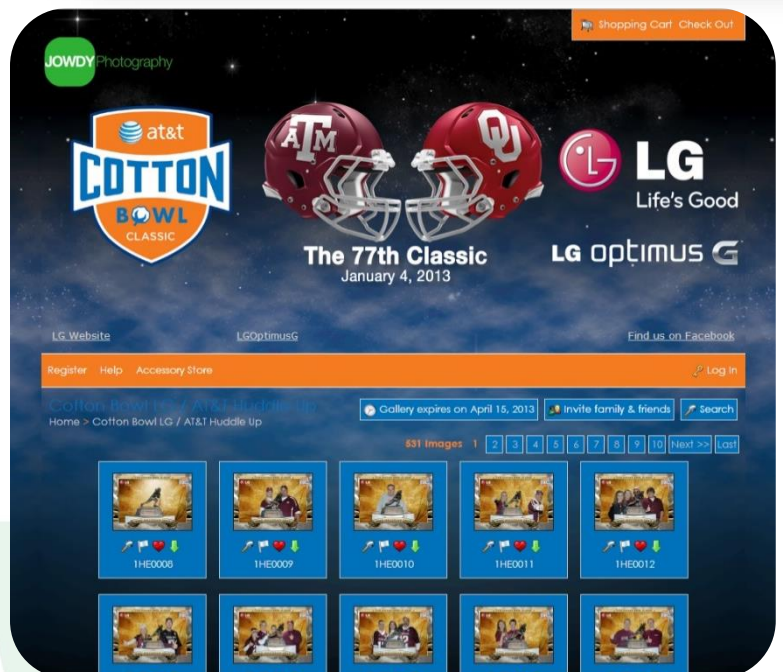
Photographers roaming throughout the venue capturing Fans enjoying the environment. We enhance the Fan experience by capture a lasting memory for this special event.



Roaming Photography (Photography provided in and out of the stadium)

We provide photo ID cards, picture border and website unique to your event. Fans go online to view and order their images.

- Photo ID card presented to Fans once their picture is taken with instructions how to view/purchase online or texted to the Fan instantly at no charge (RDDS service on page 2).
- Custom Branded photo border added to the images, unique to the event.
- Website hosting the Fan images (Created and hosted by Jowdy Photography)
- Online orders shipped to customer.



JOWDY

R A P H Y



Objective:

- Capture Fans throughout, enjoying the stadium experience
- Provide Fans co-branded photo ID card to download image
- Custom co-branded website with free downloads
- Secure some consumer data, if desired
- Provides Sponsor branding and awareness throughout AT&T Stadium and Plazas.



Strategy:

- Leverage the experienced Roaming Photographers in bright green “Official Photographer” vests to engage with Fans and build maximum awareness.



Tactic:

Fans at the game throughout the stadium and plazas will have the opportunity to have a photo taken by a professional photographer capturing the special moment and experience.



Expected Quantities:

Utilizing top-notch, experienced photographers we can expect to capture approximately 800 Fan photos per photographer. Fans will go to the website to view and download their image.

JOWDY

P H O T O G R A P H Y



The image sample includes a Texas A&M football game border graphic. Our border would highlight Sponsor and Game Day Teams, while including the Stadium and game date on the border.

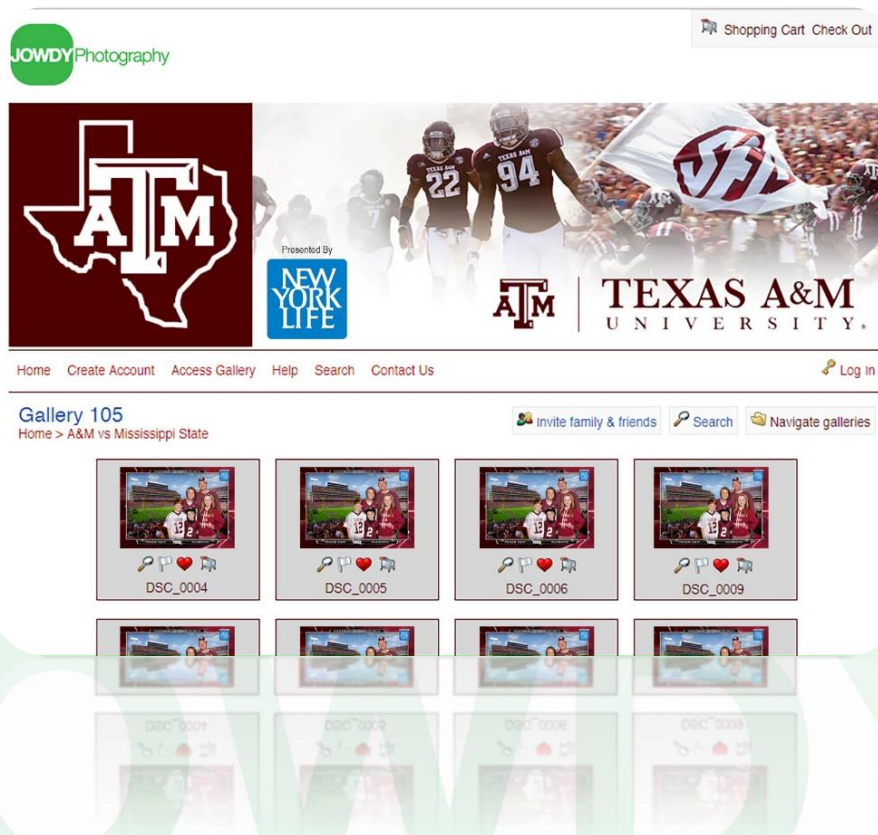
Sample Sponsor Photo



Custom Co-Branded Photo ID Cards



Sample Sponsor Website





Training Camp

THE **BRANDED** EXPERIENCE



EVERYTHING CAN BE CUSTOMIZED

- From media cards to folders
- backgrounds & overlays
- websites & social

CUSTOMIZED DIGITAL MEDIA AND WEBSITES on multiple devices

CUSTOMIZED SOCIAL MEDIA EXPERIENCE



CUSTOMIZED DIGITAL DOWNLOADS



CUSTOMIZED MEDIA CARDS for finding photos

CHECK OUT SOME OF OUR OPTIONS

CUSTOM WEBPAGE

Photos can be uploaded to a custom site that includes branding and links to other pages. Photos may be made available for free download.

Registration information can be captured and provided to host.

POST TO FACEBOOK

Photos can be posted to a customized page that can drive notice of the event. Albums can be created allowing multiple events to be directed to the same page.

Shared or tagged photos provide greater audience reach.

CUSTOM EMAIL

Designed with mobile devices in mind. The customized email gives link to customer photos with low res image attached.

A great way to engage the customer and brand.

JOWDY

P H O T O G R A P H Y