



ICON  
SPORTS PHOTOGRAPHY





## AN EFFICIENT, EASY PROCESS & PHOTOS THAT EVERYONE WILL LOVE

When we launched ICON Sports Photography in 2020, we took a completely new approach, creating a process that's a major departure from other traditional photo companies. We saw that the old system (handing out paper order forms) was cumbersome, and the need for families to choose from restrictive packages (A, B, or C) didn't offer enough flexibility or value to the families. We found that many companies were charging as much as \$24 for a single 8x10 photo, and it took weeks, or even months, for families to receive their orders. The quality of the photos was often inconsistent, leaving many parents disappointed with the photos of their young athletes.

Instead of refining an outdated process, we developed a completely new system to make it easier than ever for coaches, athletic directors, leagues, and schools to provide professional-quality photography for their athletes. Our efficient, fully digital approach eliminates messy paperwork, simplifying the experience for leagues, parents, and athletes alike. Our pricing is straightforward and transparent. Most importantly, our full-time professional photographers create unique, one-of-a-kind images that families will love.

**We would love to work with you to create quality photos  
of your athletes this season.**

[ICONSORTSPHOTOS.COM](https://iconsportsphotos.com)



## OUR PROCESS

We work with you to find a date and time that works best for your program and teams.



We'll set up an online order form for your program. You will then share the link with your athletes & families.



Families who want to order photos place their order online prior to photo day.



We arrive at your location on photo day and take the individual and team photos of your athletes.



Families who ordered photos receive a link where they can view and download their photos, and order prints.

We take team photos of all the athletes on each team. Individual photos are only taken of those who order.

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## INDIVIDUAL AND TEAM PHOTOS

### 3 POSES + TEAM PHOTOS

Each athlete will have a minimum of 3 individual poses, and we work with your athletes to set them up for success in front of the camera. They are welcome to pose however they like (within reason!) and review their own photos after we take them. Once we're up and running, it takes us about 2 minutes per athlete to capture 3 poses plus their team photo (around 30 minutes for a team of 12 athletes).

For team photos, we group up all the players on the team and take a series of smiles, "game face", and funny poses. Teams and coaches are also welcome to set up their team shots and be as creative as they like as well.

We offer free coach/son and coach/daughter photos. Siblings may also have photos taken together at no additional charge.

### COMPOSITE PHOTOS

Depending on factors such as weather and field conditions, we may choose to create composite photos instead of shooting at the actual location. We photograph individual players against a gray backdrop and later replace the backdrop with a natural (or a more dynamic) background. This approach allows us to conduct the photo shoot indoors or in a sheltered area, ensuring a successful outcome even when shooting on location is not feasible. There is no additional cost.



## EDITING AND DELIVERY

### **EVERY PHOTO INDIVIDUALLY EDITED**

It takes a great eye to capture quality photos, but our work doesn't end there. We're committed to delivering the best possible photos to every athlete we photograph.

Each photo is individually adjusted for color, brightness, contrast, sharpness and detail. If an athlete has acne, we touch it up. If they have a stray hair on their face, we remove it. If a parent sees something that we didn't see, we'll retouch it for them. All this is standard for us – and we do it at no extra charge.

### **DELIVERY OF THE FINAL PHOTOS**

After our photos are edited, we share them with your coach, athletic director, or league for review. Once approved, we email a link to all the families where they can view and download their individual and team photos. They are also able to order prints from this gallery if they wish.

All of the athletes photographed will be shared in a common password-protected gallery. If any individuals would like their photos removed from the gallery we are glad to do so.





## PRICING

We charge \$40 per athlete, which includes both individual and team photos. Every image is carefully edited and delivered as high-resolution digital files. Families receive the original high-resolution images they can share online, print at home, and keep forever. Years from now, they'll still have the original files if they want to make high-quality prints.

Prints are also available after the shoot at discounted prices. Unlike many sports photographers, we don't rely on high print markups. Here's how we compare to our local Bay Area competitors:

ICON SPORTS	OTHER LOCAL COMPANIES
\$40 Session Fee	\$0 Session Fee
<u>Includes:</u> 3+ individual photos (digital) 1+ team photos (digital)	<u>Includes:</u> Nothing
<u>Print Prices</u> 8x10 Print – \$4.99 5x7 Print – \$4.00 Wallets – \$5.00	<u>Print Prices</u> 8x10 Print – \$18.99 5x7 Print – \$12.99 Wallets – \$9.99



## COMMON QUESTIONS

### **Where are you located and what areas do you serve?**

We are based in the North Bay and serve the entire Bay Area, from Santa Rosa to Morgan Hill, and east to Livermore. We may be able to travel beyond this distance as well.

### **How many athletes can you photograph in a session or day?**

It's very important to us that your athletes have an enjoyable experience and fun time having their photos taken, as well as capturing great shots of them.

We do everything we can to avoid stressful, chaotic photo days.

We've photographed individual teams of 12 players to full leagues of more than 500 athletes in a single day. Our sweet spot is photographing 2-3 teams (roughly 24-36 athletes) each hour, or up to 220-380 kids in a full 8-hour day.

This allows us to take time with each athlete to get great shots without rushing them through.

### **Can you provide the photos first and let the families decide later if they wish to buy their photos?**

We require payment prior to the photo shoot for several reasons. It takes a considerable amount of time, equipment, and expertise to take and edit quality photos, and we can't do this for free. The outdated method of posting photos online with watermarks (to prevent people from screen-capturing them) is no longer effective, since watermarks can now be easily removed using A.I. We offer everyone a 100% guarantee on all the photos we take, and will also retouch any photos at no charge if needed.





THANK YOU

Thank you for considering ICON Sports Photography to photograph your team or league this season. We're here to provide an easy, efficient experience to you, your athletes, and their families and create beautiful, memorable images they will cherish for a lifetime. We would love to work with you this season.

*Chris Constantine*

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