



## Cheerleading Photography

Our aim is to provide high quality dance portraits with minimum fuss, at reasonable prices and in the most efficient manner for all concerned. We do all the selling and follow-up, parents see full size 13x19cm prints, there is no fee and no minimum orders and the school receive a handsome commission based on total prints sold. In 2009 John Travers photographed 52 dance, calisthenics, gymnastics and cheerleading schools ranging in size from 28 up to 386 students and we know you will be more than happy with the results we provide.

### **Print Prices for 13x19cm** ( with volume discounts being offered to parents with several items )

Buy a total of	1 to 6 prints	7 to 14 prints	15 to 25 prints	26 plus prints
Pay	\$11 ea	\$10 ea	\$9 ea	\$8 ea

### **Backdrops**

We use a neutral coloured backdrop which give great separation between the costume and the background for all costume colours including white and black . The background is 8 meters wide, 3 meters high with a 3 meter wide floor which gives us a seamless background against which we can photograph groups of up to 30 students

### **Time Needed to Photograph a Group plus Solos within that Group**

When students know the pose for their solo and the group we need as little as 12 minutes to photograph the group plus all the solos within that group. If we have to show the students a pose plus set up the group from scratch then it can take around 20 minutes per group

We take four shots of the group then up to two different poses for each solo. With the older kids ( 15 plus ) and adults often they do not want a solo shot taken and we prefer not to take solos if they do not intend to buy one.

### **When and Where do we Take the Photos**

A special photo day is the only way we can guarantee every student has the time and opportunity to be photographed. Dress rehearsals have proved most unsatisfactory because quick changes and students performing in multiple age groups result in them missing out on having their photos taken. The school nominates the time, date and venue for the photography and we ask, for greater efficiency, that three groups be there at one time to be photographed ( ie one group being photographed, the second group waiting to be photographed and the third group getting dressed to be photographed

### **How do we Sell**

We do all the initial selling. We show parents full size 13x19cm prints and these prints can be ready for viewing three normal working days after the photography day. We often sell the prints in the foyer of the concert venue one hour prior to the concert start and during interval however, some schools choose to have us return to the school to sell prints on a nominated print selling day. Sometimes parents miss out on seeing their photos on the selling day and if the school is happy to do so we leave the unsold prints with the school to show these parents

### **What we Give the School**

When the 13x19cm print price is set at \$11 we pay the school \$1.30 for every print sold plus we supply the school with a 13x19cm copy of each group in an album We also provide a hi resolution file of each group shot for the school to use on its web site or other advertising purposes

Schools can increase their commission by increasing the selling price. It is their choice