



# PROPOSAL KIT SAMPLE

## Photography Services Proposal

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November 7, 20xx

Ganelle Jordan  
Long Pine Ranch  
1442 Long Pine Road  
Colville, WA 99114

Dear Ms. Jordan,

Thank you for calling us last week about your photography needs. Lakeshore Photography is the best photography business for the services you requested. Not only can we take stunning landscape photos of your ranch, we can also stage and take pictures of your guest houses and take some great shots of your recreational activities, from snowmobiling to horseback riding. We are also one of the only photographers in North Central Washington to offer aerial photography. We have extensive experience taking photographs that are used for business advertising.

Most local photography services charge substantial fees for the right to use their photos, even if the photos are part of a package that you bought from them. Copyright use is included in our photo shoot fee, and you will see that our fees are much more reasonable than other area photographers. When you pay for our services, you will receive a copyright release, as well as every picture taken in the photo shoot in digital format on CD, both in a high-resolution format for editing and printing, and in an optimized format for web use. Should you choose to have any photos printed, we will arrange that with our professional photo lab. Costs for printed photos are listed on our price list.

Right now is the perfect time of year to get some fantastic fall shots of your ranch. We would also like to come up around Christmas time, when we can get some day shots of snow activities and evening shots of all the Christmas lights. We are quite happy to arrange several different photo shoots for different seasons throughout the year.

If you would like to see a preview of our work, please take a look at our website, [www.lakeshorephotography.net](http://www.lakeshorephotography.net). I look forward to hearing from you!

Sincerely,

Terri Olsen  
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# Proposal

November 7, 20xx

## Photography Services for Long Pine Ranch

Prepared for: Ganelle Jordan

Prepared by: Terri Olsen



## Description

The Long Pine Ranch is in need of high-quality professional photographs for advertising and promotional material. Lakeshore Photography has the staff, equipment and experience to offer these services at a competitive price with more benefits than other local area photographers.



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# What You Can Expect

You can expect only the most professional behavior and results from Lakeshore Photography.

We are experts at capturing those perfect moments that occur each day.

***“Capturing those perfect moments that occur each day.”***

Here's what to expect and what you need to do:

## **👁️ Prepare for the initial visit and consultation**

On our initial visit, our photographer will discuss with you your vision and your ideas for individual shots. You can make this process the most efficient by writing down your thoughts about images you want to highlight and identifying locations, objects, animals, and people you want in those photos. Our photographer will visit each location and inspect each element that will be present in the photo.

In consultation with the photographer, you will create a plan and a schedule to complete the project. The photographer may also make suggestions about which objects, animals, or people to use in photos, about how individuals or objects should be styled, or about time of day or conditions to take the best photos. After the agreement is signed, if it is appropriate to take any photos at that time, the photographer will set up and do so.

## **👁️ Secure advance permission from people you want to include in photos**

All people shown in photos must sign releases before their images can be used in advertising materials. The photographer will bring release forms for individuals to sign.

## **👁️ Prepare for scheduled shots**

The photographer will call to remind you of a scheduled shoot or, if weather-dependent, to ask if a particular time or day would be convenient. Before the photographer arrives, please ensure that all objects, animals, or personnel you want to appear in the photo are present, and that the environment is free of extraneous objects that might distract from the focus of the shot.

- **Be flexible and patient and enjoy the process**

Sometimes getting that magical shot is weather-dependent, or simply requires luck and perfect timing. Our photographers are professionals who know how to position elements and individuals to achieve the best results. It's a team effort that sometimes requires patience on the side of both the photographer and the client. Let's both relax and enjoy the process!

- **Set aside time to select the best photos**

We will provide you with the best five photos for each shot. From these, you may choose the best photo for your final selection.

- **Enjoy using your photos in any way you like**

You own the copyrights to your final photos. Use them online and in print materials, create stunning slideshows for events, blow them up into posters for sale to your customers, or frame them and display them on your wall.

## Contact Us

We're ready to get started. Call us to set up a time for our initial visit.





# Goals and Objectives

The Long Pine Ranch needs high-quality professional photographs for advertising and promotional material.

Lakeshore Photography has the staff, equipment and experience to offer these services at a competitive price with more benefits than other local area photographers.

***“Working together, we will create an amazing portfolio of photos.”***

Working together, we will create an amazing portfolio of photos.

- **The Long Pine Ranch needs high-quality photos to include on their web site**

The nature of this business requires a wide variety of shots taken both indoors and out and at various times of the year.

Lakeshore Photography has extensive experience with both indoor and outdoor photography in all seasons, including action shots of activities that Long Pine Ranch offers, such as horseback riding and snowmobiling.

- **The Long Pine Ranch needs high-quality photos to include in their printed promotional materials**

Promotional materials may include brochures targeted toward various seasons and/or activities at the ranch, as well flyers printed for special occasions and limited-time offers.

Lakeshore Photography will provide hundreds of high resolution photos that Long Pine Ranch can use in any way they choose.

## Summary

The Long Pine Ranch and Lakeshore Photography are a perfect match for this exciting project. We are eager to work with you.



We share your vision for beautiful photos that will showcase your business. Long Pine Ranch offers an outstanding opportunity for Lakeshore Photography to show off our skills.

### **We create drama in every shot**

- We can make any landscape look great in any season. We specialize in capturing the soft excitement of spring, the lush abundance of summer, the rich colors of autumn, and the sparkling crystals of winter.
- We believe that every indoor shot should be a celebration. This might mean a celebration of togetherness, of strong emotion, or simply of a beautiful setting. We know how to light interiors to get those memorable shots.
- We know how to take action shots that show the excitement and enjoyment of being there. Our experts will capture the perfect moment in any endeavor.

### **Purpose Statement**

Lakeshore Photography captures the world's beauty in picture form. We always know how to get the best shot.





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