

Market Share Program

Momentum Imagery Market Share Program is specifically targeted to the unique needs of non-profit organizations. Instead of providing coverage of any single event, I work with you long-term, photographing various days and various types of events & services. In a way, I become part of your organization as I'm photographing, telling your story from within.

Unlike most traditional Commercial Photography, I work to cover the different facets of the organization that make up the entirety of your mission story over a two month period. After the initial two month period, you may sign up for another two months of coverage or continue to work with me session by session at an "a la cart" rate, depending on your coverage needs.

Why work long-term? Simple stories, like that of a single event, can be told by a single photo session. I've done that for much of my commercial work. However, the story will be of that single event only, not the organization's mission - the story which is most important to convey. Additionally, the longer period of coverage lends to more continual up-to-date marketing images to keep your clients, volunteers and donors visually connected with your organization's activities through your website, blog/social networks, printed/electronic marketing materials, media requests, etc. in a way which effectively communicates the amount of work involved in running an organization.



I offer Market Share Program participants significant discounts off regular commercial rates, allowing me to cover your important work long-term in an atmosphere conducive to authenticity. All I ask is that you credit my work regularly, as it will ease some of my own marketing burden (see sample contract for specifics).

Price: \$2,000 per two month coverage period.

Payment: First time clients pay a \$100 deposit up front, \$900 at the end of the first month, and \$1,000 at the conclusion of the initial two month billing period. Established clients will be billed in full at the conclusion of the two month billing period. By request, billing periods that overlap your fiscal year can be divided for accounting purposes.

What you get: I agree to deliver a *minimum* of 100 unique images from coverage over the course of *at least* 6 separate photo sessions during the two month period. Included with the entire group of images as part of the Market Share rate is a general marketing license for time-unlimited use of all delivered images (see sample contract for usage terms).

"A La Cart" pricing (available after the initial 2 month coverage period only): \$300 per individual session.

Local Area Travel Expenses: For sessions more than 30 miles outside my vicinity (Shoreline, WA) I will add local area travel expenses (car mileage @55¢ per mile, parking fees if applicable) but you will only pay for the mileage accrued outside the 30 mile radius. You will be given the chance to approve any travel expenses in advance.

If you are from a non-profit in the Greater Seattle area, please email commercial@momentumimagery.com with any questions. For organizations that need marketing assistance, I offer various strategies and professional contacts to help you effectively incorporate delivered images into your marketing strategy.

