



8/23/2013
School Owner and Staff

Thank you for booking your annual photo shoot with Pro-Motion Pictures, the West Coast division of Photo-Kicks International.
We are looking forward to working with you and your students on the arranged date,

In order to insure our event is successful for you and your students...

Please follow the instructions carefully:

- 1.) Print and/or Post the Announcement Poster it on your front door or a highly visible place where your students and parents will see it... the sooner the better. You can email the web version of the backgrounds to them as well, reminding them in the email of the upcoming date.
- 2.) Print and Tape the Time schedule to a clipboard on the front desk next to a stack of order forms.
- 3.) Make sure ALL your instructors make announcements after every class informing people about the date and the importance of the event.

May I suggest the following script:

"We have an important announcement. If you have NOT reserved an appointment time on the photo day sign-up sheet, We NEED YOU and your parent to do so immediately after class. We need everyone who is an active student to take photos for our internal records and for the annual school poster. There is no charge to be photographed, however the photographer who is coming specializes in martial arts, does excellent work, and is in very high demand throughout North America. You don't want to miss this. A price sheet is available at the desk. We know you will be very pleased if you do end up ordering photos for yourself. Their work is excellent and very reasonable. Everyone understand?... "Remember, sign up before you leave today."

3.) Please ***schedule 5 people per half hour*** and try to avoid big gaps in the schedule, if possible. ***Have students write their phone number next to their names on the sign-up sheet.*** Keep an eye on the sign up sheet daily and once it's full, call us and we can discuss whether or not we should start earlier, stay later, add more time slots, or add another day. Make up days can be scheduled for 25 students or more.

Then two days before the shoot, have a staff member remind them of the shoot. (Please note: In order for your school to qualify for the free ***framed*** school plaque, an average of 25 purchases must be made per day - package prices start at *only* \$25.00.

4.) The more students that purchase packages on Photo-Day, the more ***credit you will receive*** toward marketing tools. We count on you and your staff to play an active role in making this day a success. If for any reason you need to reschedule the above date or time, please honor us with the courtesy of ***at least 3 weeks notice***, so that we may plan accordingly. Financial commitments and travel arrangements require us to have at least 25 people scheduled each day for us to cover the costs of having our photographer come out to your school.

*****Note: Please make students aware that orders are to be paid in full on shoot day.***

Please prepare a **HIGH RESOLUTION COPY OF YOUR LOGO**. It will appear on your school composite and any marketing and promotional materials you order. You can e-mail it to info@pro-motion pictures.com or give the photographer on a CD with the image on it.

If you have any questions or concerns please give us a call at (661)947-8020.

Sincerely,

Georgia Chamitoff - Production Coordinator / President (661) 940-KICK (5425)
Ken Chamitoff - Lead Photographer / President cell: (661) 609-1598