

## Photography for Fundraising

### Concept

SEA Photographic Services developed a dedicated portable digital photo lab, enabling the production of excellent quality prints on location, during the event, while pictures are still being taken.

Our system offers a unique opportunity for charity organisations, school fetes and similar fundraising activities. We know from our experience that people are delighted to get the finished photograph minutes after it was

taken, especially when they are not committed to purchasing an image they haven't seen first. More so when they know that part of the proceeds goes to you.



### Implementation

SEA Photographic Services will establish a stall for the event and set up the portable photo lab.

One or more roving photographers (depending on event size) will photograph visitors during the event. The photographs will include rides, face painting, performances and other available activities and will be either posed or candid. We may also do studio photography if the available facilities cater for it. The image files will be uploaded continuously onto the image processing equipment in the stall.

Visitors will be able to view images using the touch screens set up in the stall and select prints, which will be generated **on the spot**.

**One third** of the proceeds from photographs' sales during the event will be given to the event organisers as a donation at the end of the day. We will also take pictures as requested by the organisers (images of dignitaries, participants etc).

We will provide the organisers with the complete set of photos on a CD, free of charge. The organisers are not allowed to distribute the images but are permitted to use them for their own promotional material.

### Logistics

Our portable photo lab requires to be set up in a weather-protected area and needs electricity to operate. We expect the organisers to provide us with a suitable site, as close as possible to where the action is.

SEA will have exclusive permission to sell the event's photos to the public.

### Notes

Many people are concerned about having their pictures for sale on web sites, therefore we will not make the event images available on the Internet unless requested to do so by the event organisers. However, we reserve the right to display selected images in our galleries for promotional purposes (without identification, not for sale).