



MAD SPORT SHOTS

Madison Benda

Table of Contents

Section 1: Executive Summary	2
Introductory Statement	2
Mission Statement	2
Vision Statement	2
Code of Ethics	2
Goals.....	2
Competition Analysis	3
Competitive Advantage	3
Competitive Disadvantage.....	3
Section 2	3
Products and Services	3
Section 3: Marketing and Promotions	4
Niche	4
Strategy	4
Advertising	5
Promotion.....	5
Publicity	5
Image	5
Section 4: Operations and Human Resources.....	6
Expertise	6
Employees.....	6
Section 5: Financial Plan	6
Expenses.....	6
Sales Projections	7
Break-Even Analysis.....	7
Section 6: References	Error! Bookmark not defined.

Section 1: Executive Summary

Introductory Statement

Mad Sport Shots' goal is to provide athletes the opportunity to have stellar photographs of them playing the sport they love that will last a lifetime. Our packages suit all sports and players. There currently are no photographers in the Kansas City area that specifically market themselves to take both action shots and portraits of athletes. By creating Mads Sport Shots we hope to give the families of Kansas City frozen seconds of their athlete's career. Our team is led by Madison Benda, owner and operator with over 6 years of experience in sports photography. As an avid sports lover herself, she knows the basics and more of most sports, which makes for better pictures of your athlete. She also spent one-year modeling and working for Maxxum Photography in Kansas City, MO in which she learned a lot about the photography business. Her strong passion for both sports and photography will make the experience one that families come back for season after season.

Mission Statement

Mad Sports Shots offers athletes of the Kansas City area the opportunity to have their moments playing last. We are focused on providing an experience to athletes and their families as well as memories that will last. We take all the hassle out of having action pictures of your athlete playing by showing up and doing the hard part for you.

Vision Statement

We strive to bring families the photos that last a lifetime while also building a relationship with our athlete's families. We hope that we become a common name in your household for all your athletes, during all their seasons.

Code of Ethics

Our goal is to always put our athletes and their families first. Our staff at Mad Sport Shots keeps the following ethics at the forefront of what they do:

- Respect for others.** Treat people as you want to be treated.
- Integrity and honesty.** Tell the truth and avoid any wrongdoing to the best of your ability.
- Justice.** Make sure you're objective and fair and don't disadvantage others.
- Lawfulness.** Know and follow the law – always.
- Competence and accountability.** Work hard and be responsible for your work.
- Teamwork.** Collaborate and ask for help.

(Professional Code of Ethics Policy, n.d.)

Goals

Mad Sport Shots has many goals, both short and long term. They are as follows.

Long-Term:

1. Have a team of photographers to accommodate many athletes and their families.

2. Have a store front studio space that can be used for team photos and portraits.
3. Have at least 40% of clients come back for more seasons or with siblings.

Short Term:

1. Have a good relationship with school districts, tournament directors, rec league officials, etc.
2. Have 50 clients by the end of the first year, and 100 by the end of the second.
3. Grow online presence with social media followers.

Competition Analysis

Competitors in this market would be other photographers who do sport portraits and senior portraits. I have not found another photographer in the KC area that advertises that they specifically do sports action photography, so there is no direct competition there. Some may offer it if asked, but it is not their focus. There are many other companies that will come and do portraits right before a game, but these don't include the action shots of what happened after the portraits were over.

Competitive Advantage

Mad Sport Shots is different from its competition because we offer a photographer to come to your game and photograph your athlete specifically. Being at the games and interacting with other parents will also help grow our clientele faster. When other parents see the quality of the photos produced by Mad Sport Shots, they will want the same for their athlete.

Competitive Disadvantage

Not all parents may want to pay the price for having a photographer at a game. They may only want to do it once per season, or once per year. The focus is the pictures of the athletes, not all the packages with printed pictures that come after the fact. We plan to make our money off the service itself, not the product that can be ordered.

Section 2: Products and Services

Products and Services

All packages include the following below for the specified price. Each package comes with digital downloads of the pictures. Each event within the package is guaranteed to come with 25 photos. Additional games for a photographer to attend can be added. Referrals from previous customers will be given in the form of credit, \$50 per referral. Dates for games and tournaments are on a first come first serve basis, a deposit of 50% of the package price is required to reserve a date. Deposits will only be refunded in the event of a game cancellation that is unable to be rescheduled. Photos will be made available for viewing 24 hours after the game or event on our website. Modeling contract, for advertising purposes, must be signed before pictures are taken.

Senior Package	All Star Package	Tournament Package	Team Portrait Package	Signing Day Picture Package
Photographer at Senior Night Game and sport shots during game.	Portraits of athlete at location on day of game.	Sport shots of athlete at tournament.	Set day for portraits of individuals and team before game or practice.	Pictures of signing commitment at school.
Portraits in studio	Sport shots of 1 game.	Pictures of athlete and team with trophies/medals, if applicable.	Takes place at field, gym, or in the studio.	Includes pictures with coach, family and friends.
Sport shots at one other game during senior season.				
\$350	\$150	\$150 per day of tournament	\$200	\$75
*Additional game \$100	*Additional game \$50	*Additional travel fee if 25 miles outside of Kansas City area.	*Pictures of athletes at game can be added for \$150 per game (2 pictures per player guaranteed)	

Products such as prints, banners, plaques, etc. are available for purchase separately from each package. These can be purchased after the photos are uploaded to the website. Print release is included in package price. Studio portraits will take place in the basement of residence, which has been transformed into a studio, until studio storefront has been acquired.

Section 3: Marketing and Promotions

Niche

The market for the business and services Mad Sport Shots provides is specifically catered to the photography of athletes. Whether it is portraits or action shots, we provide everything an athlete may need. Whether it's bitty baseball or senior year we cover any age or sport. A game only lasts a couple hours, but the photos will last a lifetime. The Kansas City area offers a wide variety of sports for athletes of all ages. We can do games on weekends to multi day tournaments. Our relationship with local school districts also allows us to be able to be on the sideline for high school games. Traveling teams can be accommodated as well, with a travel fee.

Strategy

Social media and word of mouth will be our main forms of marketing. Networking off other families on the teams will be a way to bring in more clients. Encouraging multi-sport athletes to have all their sports photographed will also be a way to gain and keep clients. Socializing with parents at games and telling them about what Mad Sport Shots does will also be a way

to bring in new clients. Our referral program will also be a way for families to help bring in new clients while also earning an incentive for their own athlete.

Advertising

Our main source of advertising will be the t-shirts worn by photographers at games. This will identify who we are and why we are there taking pictures. At larger tournaments we will try to set up a booth to have new clients come up and sign up for a time throughout the tournament to have their child photographed. Advertising in high school gyms and football fields will be ideal for Mad Sport Shots because of the large volume of athletes that play there. There is also a KC Parents magazine that is circulated throughout the area that could also have an advertisement in it. Having a good website homepage, meta description and keywords will help drive more families looking to have their athlete photographed to our site. Being an active part of rec league and club Facebook pages will also let families know of our service.

Promotion

Our referral program will always be an ongoing promotion if our schedule allows us to take on new clients. Other promotions may become available at tournaments in which we would have a tent set up. For these tournaments we will have a tent with a table set up for families to come talk to us about what we do. At this table we will also have iPads for families to look at previous work.

Publicity

Having a good relationship with local newspapers will be a good way to publicize the photos taken. If they need a good photo from a game that has already passed, we hope to have the relationship where they will come to us. Giving back to the community is also important to Mad Sport Shots. We will make donations and support the Henning Family Foundation, whose goal is to put AED machines in public places across the nation after Tim Henning, a loving father and baseball dad, died of a heart attack at a youth baseball game. By regularly participating in their events such as the golf tournaments and 5K's people will begin to recognize our name outside of youth sports.

Image

Our brand is specifically centered around athletes, which is what we want people to think of when they see us as a brand. Our logo would be made up of fonts that are typical of sports in general, like Varsity. It will also have strong colors like red and blue, which are the colors of KC's two major sports teams. Having pictures, we have taken on athletes used in our promotional products would also be ideal. Especially for banners in high school gyms, it is important to use pictures of athletes from that high school. It is also important to have specific promotional flyers for different sports, for example baseball pictures for a potential baseball client. Using our own work in what we advertise will help people know what to expect when using us as a photographer.

Section 4: Operations and Human Resources

Expertise

Owner and operator, Madison Benda, will be the main person in charge. All employees will be hired and managed by her. With her experience in photography as well as retail management she will know how to structure Mad Sport Shots for success. Once a client base has been built and employees are needed, a team of photographers will be added. These photographers will need to provide photo examples of their experience in sports photography. They will also be required to do 2 training days along with Madison, followed by an evaluation day where Madison follows them. After this period, they will be expected to attend weekly meetings with Madison in order to discuss potential and current clients.

Employees

To start the business out, Madison Benda will be the primary photographer and operator. As clientele grows and there are more games and events to go to photographers will be hired as needed. These photographers will be able to have their own clients and client base to work with. Photographers will be paid based off commission. They will keep 75% of the fee shoot fee, and 20% of the revenue from the ordering session. This will motivate photographers to continue to grow their clientele. This will also allow photographers to set their own hours based on when their clients have games. Because of this commission based/freelance opportunity for employees it will be expected that they use their own camera equipment, which will have to be approved by management, or rent from Mad Sport Shots. Benefits do not seem likely for part-time employees, if we were to take on full time employee's benefits would be explored.

Section 5: Financial Plan

Expenses

Expense	Cost (Estimated)	Use
Annual		
Website Domain	\$150.00 per year	Used for potential and current clients to visit to learn about us. Could cost more if we moved ordering product to the website. Madsportshots.com is available for use.
Promotional Materials	\$100 per year	These business cards and other promotional materials will be handed out at games to other parents to build clientele. This money will mainly go towards printing costs.
Monthly		
Adobe Suite Software	\$80 a month	This price is for all apps. Main ones needed would be Photoshop and Illustrated, but more may be needed as well.

Transportation Expenses	\$336 a month	Estimated off 2 tanks of gas a week at \$3.00 a gallon for 14-gallon tank. Employees would be expected to provide their own transportation but would be reimbursed for gas.
One Time/As Needed		
Camera DSLR Body	\$1,000	Canon 80-D would be ideal.
Telephoto Lens	\$2,000	For sports shot at a longer range like football.
18-55 Lens	\$100	For portraits and sports.
75-300 Lens	\$100	For portraits and sports.
50 mm & 18-300 mm Lens	\$350	For portraits and sports.
Monopod	\$75	Needs to be good quality for shooting.
SD Cards	\$50	Need multiple for shooting events.
Portable Lighting System	\$500	Portable for in studio portraits as well as on location.
Hard Drive Backup	\$150	To store photos.
Computer	\$5,000	Mac desktop.
Tent with Logo	\$100	For promotional events like tournaments.
Table and Tablecloth w/ Logo	\$50	For promotional events like tournaments.
iPad	\$350	For displaying work and keeping business organized.
TOTAL	\$14,817.00	

Sales Projections

Ideally there would be at least 4 events to go to and photograph. If each one other these events brought in \$100, that would be \$400 a week. Each month would be about \$1,600, meaning that after 1 year the projected revenue would be almost \$20,000. Hopefully after the first year more photographers would be added to serve more clients across the metro area, meaning there would be more than that coming in each week just off sport shoots. There would also be revenue made off products like prints and banners if families decided to order them.

Break-Even Analysis

Mad Sport Shots would need to make about \$300 a week in the first year in order to break even. Based off the prices of our packages this could be done by securing a Senior Package a week or 2 All Star Packages a week. I think that this business is a very possible option if the parents are willing to pay for it. Growing up playing competitive volleyball and knowing how much my parents spent for me to play, I think my family would value pictures of me playing. I wish there were more picture of me playing from all the weekends I would spend at tournaments. There was only one tournament we ever went to that had a professional photographer at it that you could hire to take your pictures. The tournament was in Kansas City, but the team of photographers were from Texas. They did not bring

enough photographers to our tournament in Kansas City to photograph everyone who wanted to be. Therefore, I think this business will be successful.

Section 6: References

Gallery Portraiture. (n.d.). Retrieved June 23, 2020, from
<http://galleryportraitureinc.com/contact/>

How to Start a Sports Photography Business. (2020, June 22). Retrieved from TRUiC:
<https://howtostartanllc.com/business-ideas/sports-photography>

Legends, D. (n.d.). Retrieved from Legends Sports Photography:
<http://www.legendskc.com/>

Professional Code of Ethics Policy. (n.d.). Retrieved June 21, 2020, from Workable:
<https://resources.workable.com/professional-code-of-ethics-policy>

Sports Photography. (n.d.). Retrieved June 21, 2020, from DT Studios:
<https://dtstudios.com/sports-action-services/>

Sports Shooters: How to Win More Sales. (n.d.). Retrieved June 21, 2020, from SmugMug School: <https://school.smugmug.com/Business-Resource-Center/Your-Smart-Sports-Workflow>

Williams, D. (n.d.). *Maxxum Photography*. Retrieved June 23, 2020, from
<https://www.maxxumphotography.com/>