



SPORTS TEAM PHOTOGRAPHY

2026-2027 Informational Packet



Professionally Driven Productions

Team photo packet, fall 2026

PRICING · WHAT'S INCLUDED · HOW BILLING WORKS

Coaches and athletic directors,

Thanks for trusting PDP with your team's photos. As we head into the 2026–2027 school year, I'm making a few updates to how sports photography is structured. This packet lays out everything you need to know in one place — pricing, what's included, and how billing works through your school or booster club.

01

WHAT'S CHANGING AND WHY

Two things are new for fall 2026:

- 1 A team-session booking fee paid by your school account or booster club (not personally)
- 2 A small handful of price adjustments on family products in the online gallery

Why the change: Each team session requires significant time beyond photo day—including travel, setup, photographing 20–30 athletes, editing, gallery delivery, and family support. The booking fee covers that guaranteed production time so I can continue providing the quality and turnaround your program expects.

02

WHAT STAYS THE SAME

- Athletes self-register on photo day via QR code
- Branded confirmation and reminder emails/text messages to parents and athletes
- Face-match technology for accurate photo delivery
- Online galleries delivered 5–7 days (or sometimes sooner) after the shoot
- Direct family ordering through the gallery
- Professional print fulfillment and delivery to coach's address of choice
- Reply-direct communication — you talk to me, not a customer service queue



VISION
GROUP
JD SUPPORTER OF
ON RIDGE ATHLETICS



FOR COACHES

Booking. Billing. What your team gets.



**BOOKING FEE TIERS · TEAM MARKETING LICENSE ·
BULK TEAM POSTERS · HOW SCHOOL BILLING WORKS**

03

BOOKING FEE TIERS

Pick the tier that fits your team. Same fee structure across all schools.



BASIC

\$75

- Individual portraits
- Team photo
- Online gallery (mobile-friendly) for family ordering



SPECIAL FX

\$150

- Everything in Basic
- Fire, lights, and smoke special-effects edits on individual portraits



PHOTOSHOP ELITE

\$175

- Everything included in Basic
- Advanced Photoshop composite work after individual photos are taken in front of a green screen
- Option to purchase team posters

PDP does not automatically return to the school for athletes who miss photo day. Individual makeup appointments are available for \$50 per family and include individual portraits only; gallery products are purchased separately. Missed athletes cannot be added to a completed team photo unless Photoshop compositing has been arranged. A team-requested return trip is billed separately.

04 • OPTIONAL ADD-ON

TEAM MARKETING LICENSE +\$50

Want individual digital photos to use for team social media, hype graphics, or Canva designs throughout the season? Add the Team Marketing License to any tier for \$50.

WHAT'S INCLUDED

- ✓ Individual digital photos delivered for team use
- ✓ Permission to edit, crop, and incorporate into team graphics
- ✓ Use on team/school social media accounts, hype videos, and printed materials

WHAT'S NOT INCLUDED

- ✗ Redistribution of original files to families (families purchase their own digital downloads through the gallery)
- ✗ Use outside of team/program marketing



05 • OPTIONAL ADD-ON

BULK TEAM POSTERS (11X17)

Available as an add-on with the Photoshop Elite tier. Great for senior nights, locker room walls, or handing out to families:

20 posters **\$90**

50 posters **\$150**



06

HOW SCHOOL BILLING WORKS

Booking fees are invoiced through QuickBooks with Net 30 payment terms. Here's the full flow:

- 1 Once we agree on a date, I send the coach a booking form to complete and officially reserve it.
- 2 I then send the invoice to the coach, who can forward it to the school's business office manager, booster treasurer, or other appropriate payer.
- 3 The invoice includes my W-9 and ACH authorization letter as attachments, so your business office has everything they need to set me up as a vendor
- 4 Payment can be made by ACH (preferred), check, or Venmo—whichever method works best for the school, booster club, or other payer.
- 5 Sales tax is not charged on your booking fee invoice as long as I have a current Iowa Sales Tax Exemption Certificate (Form 31-014) on file for your school or booster



FOR FAMILIES

Pricing. Ordering. Keepsakes that last.



FAMILY PRODUCT PRICING · MAKEUP SESSIONS

07

FAMILY PRODUCT PRICING

Families order directly through the online gallery after the shoot. Iowa sales tax (7%) is applied at checkout. Pricing for fall 2026:

4 Wallets	\$6
5x7 Print	\$6
8x10 Print	\$12
File Download with Group	\$15
Photo Button	\$8
1 Large Magnet	\$9
2 Large Magnets	\$15
2 Wallet Magnets	\$12
24x36 Vinyl Banner	\$75



08

MAKEUP SESSIONS

In cases where athletes aren't able to make photo day — illness, conflicts, weather, or anything else — makeup sessions are available and billed directly to the parent, not the team or school.

\$50 Single athlete or siblings

Parents pay via Venmo to [@jbormann3](#) in advance to confirm the appointment. This keeps makeup logistics simple and separate from your team's billing.



PERSONALIZED RE-EDITS

Want a specific edit done to your preference? That's a \$35 design fee.

\$35
per re-edit



READY TO BOOK?

Here's how to lock in your team's photo day.



JAROD BORMANN · PROFESSIONALLY DRIVEN PRODUCTIONS

Email: jarod@professionallydrivenproductions.com

Call/Text: 563-357-3870

Website: professionallydrivenproductions.com



09

BOOKING YOUR TEAM FOR FALL 2026

I'm currently capturing teams at seven different schools, so the calendar fills up fast. Reach out as soon as you have a sense of your team's schedule — earlier bookings get first pick of dates.

**1**

Email, call, or text me to start the conversation

2

We'll talk through dates and figure out what works for your team

3

Once we agree on a date, I'll send you a booking form to fill out and lock it in

The booking form will ask for the details I need to get you on the calendar — team/sport, roster size, tier preference, Team Marketing License add-on (yes/no), and the coach's contact information.

10

QUESTIONS?

Reply to the email this was attached to, or:

EMAIL jarod@professionallydrivenproductions.com

TEXT / CALL [563-357-3870](tel:563-357-3870)

WEBSITE professionallydrivenproductions.com

Looking forward to capturing another great season with your team.

Jarod Bormann

Owner, Professionally Driven Productions



Driven to CREATE. Inspired by YOU.





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Inspired by **YOU.***

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