

CREATIVE CULTURE-ID

I. Create High End Content-Become part of Actor/Athlete's team with year-round consulting

- A. Clients' team controls the image of the Actor/Athlete, how they want the public to see them
- B. Initial meeting with team as well as individual meeting with Actor/Athlete to get to know each other
- C. Portrait Shoots
- D. Help Actor/Athlete build a fan base
- E. Behind the Scenes shoots
- F. Multimedia personality profiles
- G. Written stories, EPK
- H. Year round contact and consulting with Actor/Athlete and their team- can also use them for my other creative shoots

II. Website creation

- A. Logo
- B. Image Galleries
- C. BIO
- D. Build in Twitter, FB, Instagram, etc (Link to Studio's twitter accounts, etc)
- E. Monthly Newsletter to Fans-collect their email addresses

III. Getting content out/Getting press

- A. Work with a publicist-makes their job easier. They will now have content to hand out and to pitch with
- B. Place images & stories directly with Magazines
- C. Images available through Database
- D. Use images or do specific shoots to help get endorsements/Sponsors/Larger contracts
- E. We can handout image to smaller Magazines/websites that normally wouldn't pay
- F. For smaller magazines, Actor/Athlete's Publicist/Manager can have me shoot the assignment and keep control over images. Mag would just cover expenses or whatever their budget allows.
- G. Target images/shoots towards specific audiences (i.e.- Actor/Athlete's hometown Paper/Magazines)

IV. Pricing-Includes everything listed

- Includes 1 photo shoot every 4 months (3 photo shoots per year-hair/MUA, studio, retouching, etc. included)
- Includes 1 Charity/Foundation shoot for free (Client must cover any expenses)
- Building of website, electronic press kit
- Travel between NY & LA is included (other travel covered by client at cost)