

# HIGH SCHOOL SPORTS MEDIA DAY

## Packages & Pricing Guide

### SECTION 1: MEDIA DAY PACKAGES

#### PACKAGE 1 — GOOD | Base Media Day Session

What's Included	Details
Session Length	1 hour (up to 10 athletes)
Individual Poses Per Athlete	3 poses (minimum)
Lighting / Equipment	Professional studio strobes
Background Options	Single solid color (white, black, gray)
Online Gallery Delivery	Included — shared with coach
Digital Downloads	Social-media-friendly files included
Team Photo	Basic team image included
Turnaround Time	14–21 business days
Estimated Price	\$399 – \$600 per team

#### PACKAGE 2 — BETTER | Pro Media Day Experience

What's Included	Details
Session Length	2 hours (up to 20 athletes)
Individual Poses Per Athlete	3–5 poses (action + portrait)
Lighting / Equipment	Strobes + colored smoke or fog effects
Background Options	2 color choices OR custom school color
Live Viewing Monitor On-Site	Yes — athletes can see shots in real time
Online Gallery Delivery	Full gallery delivered to coach + individual athlete links
Digital Downloads	All files included (print + social sizes)
Team Photo	Styled team image included
Senior Athlete Recognition	Buddy shots + group personality shots
Turnaround Time	10–14 business days
Estimated Price	\$700 – \$1,200 per team

## PACKAGE 3 — BEST | Elite Hype Session + Banners

What's Included	Details
Session Length	3–4 hours (full team, all sizes)
Individual Poses Per Athlete	5+ poses (portrait, action, personality, senior)
Lighting / Effects	Studio strobes + smoke machine + neon/strip lights
Background Options	Multiple choices + custom branded backdrop option
Live Viewing Monitor On-Site	Yes
Online Gallery Delivery	Individual athlete + coach galleries
Digital Downloads	Full resolution + social-media-friendly files
Team Photo	Dramatic styled team composite image
Senior Athlete Banners	Each senior gets one complimentary 3x2 HD vinyl banner
Team Banner (Jumbo)	6x4 HD vinyl team banner — included if 100% participate
Hype Videos (Reels)	6–8 short-form 15-sec Reels-style videos for social
Commercial Use License	Royalty-free for school social media + promo use
Turnaround Time	7–14 business days
Estimated Price	\$1,500 – \$2,500+ per team

## SECTION 2: GAME DAY / ACTION COVERAGE

Coverage Option	What You Get	Typical Price Range
Single Game Coverage	Pre-game, game action, post-game. ~100 edited images delivered.	\$150 – \$275 / game
Half-Day Coverage (4 hrs)	Multiple games or extended coverage with edited gallery.	\$450 – \$600
Full-Day Coverage (8 hrs)	Tournament, double-header, or multi-team event coverage.	\$800 – \$1,500
Season Package (team)	Coverage of 5–10 games, priority scheduling, gallery archive.	\$1,000 – \$2,500 / season
All-In Action Package	Game coverage + all proofed/edited images for full team.	\$350 flat (small team)

## SECTION 3: BANNER PRICING

Banner Type	Size	Includes	Price Range
<b>Individual Athlete Banner (small)</b>	3 ft x 2 ft	HD vinyl, grommets, 1 image, custom design	\$75 – \$125 each
<b>Individual Athlete Banner (large)</b>	6 ft x 4 ft	HD vinyl, grommets, 1–2 image montage	\$150 – \$199 each
<b>Dual Banner Pack (Senior)</b>	Two 3x2 banners	Two HD vinyl banners from same session	\$150 per senior
<b>Jumbo Team Banner</b>	6 ft x 4 ft	Full team composite, HD vinyl, grommets	\$250 – \$450
<b>Custom Team Composite Banner</b>	8 ft x 4 ft +	All athlete cutouts composited into artwork	\$400 – \$800+
<b>Media Backdrop / Step-Repeat</b>	Various sizes	Fabric banner, branded logo repeat pattern	\$200 – \$500
<b>Yard Signs / Lawn Signs</b>	24 in x 18 in	Per athlete headshot sign, min order of 10	\$29 each (10+)
<b>Poster / Schedule Poster</b>	18x24 or 24x36	Team photo + schedule layout, printed	\$50 – \$150

## SECTION 4: ADD-ONS & A LA CARTE

Add-On / A La Carte Item	Description	Price Range
<b>Smoke / Fog Machine Effects</b>	Real smoke or fog for dramatic stop-action images	+\$50 – \$100
<b>Neon / Strip Light Effects</b>	Colored lighting tubes used as props or accents	+\$50 – \$75
<b>Extra Poses Per Athlete</b>	Additional pose setups beyond package minimum	+\$15 – \$25 / pose
<b>Buddy / Group Shots</b>	Small group hype poses (2–5 athletes)	+\$25 – \$75 per group
<b>Custom Background Color</b>	Non-standard school color backdrop	+\$50 – \$100
<b>Custom Branded Backdrop</b>	School logo step-and-repeat banner backdrop	+\$150 – \$350
<b>Live Monitor On-Site</b>	Large screen for real-time image preview	+\$50 – \$100
<b>Rush Delivery (5–7 days)</b>	Faster turnaround on edited gallery	+\$100 – \$200

<b>Athlete Hype Video (Reels)</b>	15-sec video per athlete, social-ready	+\$25 – \$50 each
<b>Team Hype Highlight Video</b>	3–5 min music video / season hype reel	+\$200 – \$500
<b>Commercial Use License</b>	Allows school to use images in paid advertising	+\$100 – \$250
<b>Custom Social Media Graphics Pack</b>	Pre-designed posting templates with athlete images	+\$250 – \$550
<b>Print Copies (per athlete)</b>	5x7 or 8x10 prints from session	\$10 – \$25 each
<b>PNG Cutouts (transparent bg)</b>	Individual athlete cutout files for other designers	+\$10 – \$20 each
<b>Music Slideshow / DVD</b>	Slideshow of best images set to music	+\$50 – \$100
<b>Travel Fee (outside local area)</b>	Per mile or flat rate beyond photographer's radius	Varies
<b>Extra Hour of Coverage</b>	Extended session time	+\$100 – \$200 / hr

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## SECTION 5: MEDIA DAY UPGRADES

Upgrade	What It Adds	Price Range
<b>Full Senior Experience</b>	Extended poses, all buddy shots, 1 senior banner included	+\$150 – \$250 per senior
<b>Team Social Media Takeover Kit</b>	Custom graphics pack + posting calendar + 8 Reels videos	+\$400 – \$600
<b>Game-Day Composite Wall Art</b>	All athlete cutouts composited into jumbotron-quality image	+\$350 – \$700
<b>Signing Day Package</b>	Media backdrop + table throw + photographer coverage	+\$300 – \$600
<b>Coach &amp; Staff Portraits</b>	Professional headshots of coaching staff same day	+\$100 – \$200
<b>School Yearbook Usage Rights</b>	License for all images to be used in the school yearbook	+\$100 – \$300
<b>Behind-the-Scenes Content</b>	BTS video of the photo shoot for social content	+\$100 – \$200
<b>Print Shop Package (full team)</b>	Banners + posters + schedule cards + yard signs bundle	Custom quote

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