



Big Image Affiliate Programme

If you're operating a successful event photography business with more events than you can cover, then this opportunity may not be for you.

However, if you're running an event photography business where you find you have precious little time to spend on sales and marketing and tend to go from feast to famine because you're too busy running the events to be able to look for new events, then we think we can help.

❖ The Solution

Big Image Photography is a national event photography company. As we've grown, we have built a highly effective sales and marketing resource that is securing an increasing number of bookings for event photographers throughout the UK and we are looking for good event photographers to help us cover them by joining our affiliate programme.

Becoming an affiliate involves attending a one day induction programme and training course where we explain, in detail, how we operate. We will share with you the unique methods and processes that we use to maximize revenue at every event.

Our aim is to increase our reach across the UK whilst maintaining our brand identity and quality of service through a network of approved affiliates. As an affiliate you will be able to retain your own brand identity when covering your own events but will adopt our brand ID when covering our events. You will also need to match our minimum equipment requirement and sign up to our code of conduct.

Our affiliate programme is already supported by a number of contracts with national event organizers.

There are 2 levels to the affiliate programme.

Level 1: Indoor events only

Cost of induction, training and indoor marketing pack* **£380.00 (+ VAT)**

Level 2: Outdoor events

Cost of induction training and outdoor marketing pack* **£1,850.00 (+ VAT)**

In return we offer a very generous revenue share deal that provides you, the affiliate with **70%** of the revenue. Any revenue share that we may agree with the event host is taken from our 30% so you always retain 70%.

Once a new affiliate has joined us, we secure event bookings within reasonable distance of the affiliates base and aim to match the number of events with their availability. We will also steer clear of any key customers that you need to protect.

If you would like talk to us about our affiliate programme, call now on 01621 840167 or go to our website to see the dates available for our Affiliate Induction programmes.

***Indoor marketing pack:**

Pop up banner
Branded clothing
50 Brochures & 500 business cards
Point of sale display pack
1 days training

***Outdoor marketing pack:**

Branded gazebo
Magnetic vehicle signs
3m branded flag
A board sign
1 days training

Why become a Big Image Affiliate?

Becoming a Big Image Affiliate is about securing your business for the future. You can continue to build your business as you have been but with the added benefit of a new channel of business coming from us.

Below are some of the key benefits:

- ❖ You get to concentrate on what you do best – photographing events
- ❖ We book qualified events for you
- ❖ You retain your own identity for your own events
- ❖ We steer clear of your key customers
- ❖ You have no obligation to accept an event booking from us
- ❖ You retain 70% of the gross revenue
- ❖ We pay the event host revenue share
- ❖ You benefit from better prices and terms from suppliers
- ❖ Become part of a trusted network of event photographers
- ❖ Ongoing training days and forums
- ❖ More events
- ❖ More income
- ❖ More profit
- ❖ Less stress

Our mission:

Our mission is to become the predominant event photography booking resource in the UK offering a professional and trusted service to mainly national event hosts. However, we are not aiming to be disruptive to the many established, highly professional events photographers in the sector. We believe our mission will be achieved through collaboration rather than conflict. Competition is healthy and essential to a vibrant market. We aim to stimulate this through a high quality service delivered at a competitive price

If you would like to talk to us about joining our affiliate programme, please contact us either by phone on **01621 840167** or email at info@bigimagephotos.co.uk

