



Dear Team Coach,

In The Zone Images would like to offer our photography services to your youth athletic team.

Our service is simple. We will come out to one of your games and take Team and Individual photos. We also create “Memory Mate” images for each player on the team, combining the athlete’s individual photo with the Team photo and sport specific graphics in one easy to frame print. Our photos are then uploaded to the Internet, usually within one day.

As coach, you won’t be asked to coordinate any thing. There are no order forms, no commitments up front, and no obligations. Just arrange with us a time for the photos, and we’ll take it from there.

Team parents find our model easy and refreshing. They can go to our web site and see their athlete’s photos online (www.InTheZoneImages.com). If they like what they see, they can order photos in any size and any quantity. We also offer a wide range of gifts (see below) that incorporate selected photos.



Trading Cards



Mouse Pads



Photo Magnets



Sport Balls



Shirts

As an added benefit to using In The Zone Images, **we will also take action shots at your game.** Parents really enjoy seeing close up professional action photos of their young athletes in addition to the Team and Individual portraits.

We offer very competitive pricing. For Team sessions, we have lowered our prices substantially. If cost is an issue, you will be happy to see that a family can purchase a 2 picture combination that includes a team shot and their athlete’s individual photo, with shipping included, all for less than \$10.

We are confident that you and your athletes’ families will be impressed with our work. We work on an appointment basis, and you will find that arranging a day for your photos will be quick and easy.

→ PLEASE CONTACT US BY PHONE OR EMAIL TO ARRANGE A DAY FOR YOUR TEAM PHOTOS. ←

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(Value Proposition Attached or on Reverse Side)

Value Proposition

We capture those moments that our customers may not be able to. We know how to capture action and emotion better than most, and we have the ultra high speed digital equipment needed to zoom in on the action where most cameras come up short. After we take our photos, they are uploaded to our Internet site as soon as possible so our customers don't have to wait any longer than necessary to see those important moments for themselves.

Our prices are very competitive. We don't want price to be the reason customers don't buy photos from us. Our Team pricing is structured so that parents can order an Individual Portrait of their athlete along with the Team picture, including shipping charges, for less than \$10. Of course they have the option of ordering more prints and different sizes, but it is important for us to offer a basic package so that most people can afford to get the pictures they want.

We give back to the community. For every picture purchased, we donate \$0.50 out of our profit to an important local charity ... **Hope In The Streets.**

Every print order is eligible for a free digital companion image. We don't know of any other photographers that make this kind of offer to their customers. We feel that when customers buy pictures from us, they are entitled to have the "source" of those images for future use. We are in the business of capturing "moments" for our customers, not printing fees.

We enjoy working with youth teams. Kids grow up fast these days, and it's rewarding for us to know that we can stop time for just a minute and capture those important moments for our customers.

Digital Art work is free for Team sessions. We work up the digital art work that combines individual photos with team photos in a composite "Memory Mate" style image for each player on the team. We also overlay the team name and season on each individual portrait.

Our customers are under no obligation to buy anything from us. We put the photos on our Internet web site for our customers to see, free of charge. If they like what they see, they can choose to order as many photos in any size that they like. If they aren't satisfied with the pictures, or simply don't feel like ordering any prints, at least they were still able to see those images that we captured online.

We offer Photo CD and Internet Download options. We offer our customers the ability to receive their images digitally. In this way they can store their photos on computer and make as many prints as they like using companies such as Wal-Mart, Osco, Walgreens, etc.