

Thailand Yoga Retreat

Photography Proposal

Hello, I'm Ben, but some of you would know me as Deanne's partner/personal photographer. When I'm not photographing Deanne in exchange for food and love, I'm a professional commercial photographer who specializes in creating images that be used to sell a product or a person. Two of my favorite things are travelling and connecting with new people, so this is a perfect opportunity for me to do both.

I would like to offer a fun and interactive group photography day that's not just about the photographs, but about having a great time whilst hanging out with your fellow yogis. I'm pretty easy to get along with and I like to keep my shoots fun and lighthearted. The images will be a mix of candid moments, posed portraits and yoga poses that you will be able to use across all your social media channels, websites and printed marketing collateral. The shoot would take place on a day before you begin your retreat.

In Detail

I am confident that I can work with you to capture a wide variety of images for you to choose from. I would like to let my creativity be fluid on the day as opposed to sticking to any particular format, coz you know, you can't limit creativity, so please use this as an indication of how the day might go.

The day would start at The Pavana resort that we have selected for its lush and relaxed environment and is situated about 30 minutes out of Chiang Mai. We will all get acquainted over refreshments and the photography will start at this point, you may not even know it's happening as I will be capturing some candid and un-posed photographs from afar, while you are all meeting each other for the first time. After this, we'll explore the resort's facilities and visit a few pre-determined locations where we can take a few lifestyle pictures while relaxing. These may also be nice candid shots that are completely natural and un-posed, focusing on you individually while you are interacting with others from the group, but not necessarily with others in the shots. We will also get photos of you looking towards the camera and, of course, we will also have many opportunities to do yoga poses in beautiful surroundings. We will continue through to sunset and get more portraits and poses done at that point.

Outfit changes will be possible as most of our shoot will be at our resort, so we will have full bathroom and change room facilities near by. And maybe we'll have someone serving us fruit and drinks too...

The following are package options. The first is for a personally tailored branding shoot that might need to take place the day prior to or the morning of the shoot. It's then followed by 3 group session options. Whichever package you choose, you will be included in the full shoot, so you can decide to upgrade later.

I would also like to offer a 100% money back guarantee for the group packages if you're not happy with the pictures. I can pretty much guarantee you'll have a great time during the shoot and will love the pictures too, but I just thought I'd mention that for peace of mind.

Images will be viewed and selected online and delivered via DropBox once they're completed.

At the end of this document, there are some sample images that are relevant to this proposal.

Packages

Package 1 – personal branding, solo session

This option is if you want your own personally tailored photography session. We will speak about this a week or two prior to the shoot to determine what you're after exactly and then we will plan out the shoot more precisely when in Chiang Mai. Ideally I would want to spend about 2 or 3 hours taking a range of photographs. The format may be similar to the proposal above but it will depend on what we discuss in our first meeting. A few outfit changes are encouraged and it will be good to determine how many outfits you have so we can plan the shoot more efficiently. You can expect the following:

- 1 x portrait on a clear background
- 2 or 3 portraits smiling and looking towards the camera that are engaging and friendly. These will be with blurred out backgrounds, either lush and green or warm and light backgrounds.
- 5 lifestyle type shots, in a café enjoying a nutritious shake or a healthy meal. Backgrounds blurred with the focus being on you. Shots will be light and happy, engaging with the camera.
- 7-10 pics in yoga poses at 2 or 3 different locations within the resort, or outside, if that's what we decide in our initial meeting.

The deliverables include up to 20 high quality finished images. Cost \$1299.

Package 2 – personal branding, group session

This option is for a photography session with a group of people from your retreat, but not necessarily with the others in the shots. Locations will be pre-determined and will be a fun and social sort of day. Most of your part of the shoot will just be me working with you 1 on 1 in the same location as the others, so don't worry, everyone won't be staring at you during your shoot. We will all move to different locations for each part of the shoot. You can expect the following from this option:

- 2 or 3 portraits smiling and looking towards the camera that are engaging and friendly. These will be with blurred out backgrounds, either lush and green or warm and light backgrounds. One of these shots can also be on a clear background.
- 3 lifestyle type shots, in a café enjoying a nutritious shake or a healthy meal. Backgrounds blurred with the focus being on you. Shots will be light and happy, engaging with the audience.
- 1 or 2 photographs in the same setting as the shots above, but looking away from the camera, smiling, laughing, having a great time.
- 5 yoga poses in 2 different locations.

The deliverables include up to 13 high quality finished images. Cost \$550.

Package 3 – mini personal branding, group session

Same format as package 2 and you can choose up to 5 images.

The deliverables include up to 5 high quality finished images. Cost \$295.

Package 4 – headshots, group session

This is an entry level headshot package

- 2 amazing portraits of you with gorgeous blurred out backgrounds. Portraits will be engaging and friendly.

Deliverables include 2 high quality finished images. Cost \$95.

Stock imagery options

You may require additional imagery for your website and marketing purposes so with that in mind, I will be collecting images for the duration of my trip from Malaysia, Thailand and Cambodia. You will be able to licence a selection of these non-exclusively or exclusively from me for \$45 or \$99. An exclusive license means that only you will be able to use that image for the duration of the licence you've purchased, so in this instance it's \$99 per 2 year period. You can purchase a perpetual exclusive license for an image for \$275. Non-exclusive licenses are granted in perpetuity.

Finished images will be delivered in 3 formats: High resolution for print, low resolution for web and a third option which has my branding on it that you can choose to use or not use, if you wish. Extra images are \$50 each.

All fees include pre-production, travel, post production and a global and unrestricted image licence in perpetuity. If crediting me on Instagram, use @benjaminliew – but it's not compulsory.

Post Production expectations for each option will include blemish removal, colour balance corrections, straightening and squaring up (where necessary), as well as both high resolution and low resolution JPGs and a low res version that has my branding on it. The branded images can be used only if you wish to. You will be sent proof images that you should receive as soon as your retreat is finished, and it's from this that you will make your final selections. The finished images in their various formats are delivered via DropBox within a week of receiving your selection. I will try my very best to get a teaser shot out within a day or two for those who have pre-paid, just so your friends back at home can see what you're up to.

More about me

I've been a professional photographer for 10 years and I work out of a studio in Norwood, South Australia. In 2014, I was awarded the honour of Master of Photography by the Australian Institute of Professional Photography and I have a swag of awards that I am very proud of. In 2012 I was a finalist in the National Photographic Portrait Prize and was exhibited at the National Portrait Gallery in Canberra.

Below are some samples of images relevant to the brief. For more samples of my work, please visit www.benjaminliew.com.au













