



Bid Proposal Guide: TNSHA Show Photographer

2025 Events:

- **March 29-30** - Murfreesboro, TN - Regular Show
- **August 2-3** - Harriman, TN - Regular Show
- **September 18-21** - Shelbyville, TN (The Legacy Youth & Collegiate)
- **October 18-19** - Bowling Green, KY - Regular Show
- **November 14-15** - Murfreesboro, TN - Championship Show
 - * *show days only. If photographer would like to shoot clinics, those are 1 day prior to each show date

Role Overview:

The show photographer captures high-quality images of TNSHA clinics and shows, documenting key moments to promote the organization and preserve memories for participants. This role requires technical expertise, strong organizational skills, and alignment with TNSHA's mission to deliver exceptional visuals for marketing and exhibitor use.

Key Responsibilities:

- 1. Event Photography**
 - Cover all classes, clinics, awards, and behind-the-scenes moments.
 - Provide a second shooter for multiple arenas when necessary.
- 2. Brand Alignment**
 - Align photography style with TNSHA's mission and values, highlighting the versatility, affordability, and family-oriented atmosphere of the events.
 - Create visuals that promote the organization's welcoming and educational environment.
- 3. Customer Service**
 - Provide a positive and professional experience for exhibitors seeking photographs.
 - Communicate with exhibitors to ensure their needs and expectations are met.
- 4. Post-Event Production**
 - Edit and prepare photographs for distribution to customers and a limited amount of media content for promotional use.

- Deliver images promptly to TNSHA for use in marketing materials, social media, and publications.
- Deliver images promptly to customers.

5. Marketing and Promotion

- Work closely with the TNSHA team to provide visuals that enhance promotional campaigns.
 - Supply high-quality images to attract future exhibitors and sponsors.
-

Desired Qualifications:

- Proven experience in equine photography.
 - Ability to capture dynamic action shots and meaningful candid moments.
 - Proficiency in photo editing software (e.g., Adobe Lightroom, Photoshop).
 - Strong organizational and time management skills.
 - Excellent interpersonal and communication abilities to interact with exhibitors and staff professionally.
 - A passion for equestrian events and an understanding of TNSHA's mission.
 - Flexibility to work weekends and long hours during events.
-

Proposal Directions: (Send documents to: tnstockhorse@gmail.com)

- Provide an artwork portfolio
- Submit pricing sheet of services offered
- Submit availability of events listed.
- Submit a completed proposed contract (example attached - negotiable)

Tennessee Stock Horse Association Show Photographer Contract

This Contract is entered into on _____ by and between:

- **Tennessee Stock Horse Association (TNSHA)**, hereinafter referred to as "TNSHA"
- _____, hereinafter referred to as "Photographer"

1. Scope of Work

The Photographer is granted exclusive rights to capture and sell professional media at the event hosted by TNSHA.

[Event Name]: _____

[Date of Event] _____

[Event Location] _____

The Photographer agrees to the following:

1.1 Event Coverage

Capture high-quality images of the event, including but not limited to action shots, candid moments, and awards ceremonies. Provide comprehensive coverage of all classes, clinics, and other key activities, this includes hiring a second shooter, if needed, to capture media for all classes and clinics. Photographer is solely responsible for all interactions and transactions with members of TNSHA who purchase media.

1.2 Deliverables to TNSHA

In exchange for exclusive rights, the Photographer will provide TNSHA with marketing media:

- **Option A:** Three (3) high-resolution digital images representing TNSHA's brand, selected by the Photographer.
- **Option B:** One (1) 15-second or longer video reel for marketing purposes.

1.3 Delivery Timeline

- Deliverables must be provided to TNSHA within seven (7) calendar days following the conclusion of the event.

2. Responsibilities

2.1 Photographer Responsibilities

Maintain professionalism and provide high-quality media services. Ensure timely delivery of deliverables outlined in Section 1.2. Comply with event guidelines and TNSHA's mission and values. Handle all client transactions directly with event participants.

2.2 TNSHA Responsibilities

Grant the Photographer exclusive rights to capture and sell professional media at the specified event(s). Provide appropriate access to event areas necessary for photography. Promote the Photographer's services in pre-event communication and materials where feasible.

3. Ownership and Usage Rights

3.1 Photographer Rights

The Photographer retains full ownership of all media captured at the event and exclusive rights to sell these images to clients.

3.2 TNSHA Usage Rights

TNSHA is granted a non-exclusive, royalty-free license to use the deliverables provided (images or video) for marketing and promotional purposes only. TNSHA may not sell or transfer the deliverables to any third party without the Photographer's written consent.

4. Liabilities

4.1 Indemnification

The Photographer agrees to indemnify and hold harmless TNSHA from any claims, damages, or liabilities arising from their work, including but not limited to client disputes and copyright issues.

4.2 Limitation of Liability

TNSHA is not liable for any loss, theft, or damage to the Photographer's equipment or materials during the event. TNSHA assumes no responsibility for disputes or transactions between the Photographer and event participants.

5. Termination

Either party may terminate this contract with written notice prior to the event. In the event of termination, any exclusive rights granted to the Photographer will be revoked, and TNSHA will not be entitled to any deliverables.

6. Governance

The Photographer is an independent contractor and not an employee, agent, or representative of TNSHA. This Contract is governed by the laws of the State of Tennessee. This Contract constitutes the entire agreement between the parties and supersedes any prior agreements or understandings.

7. Signatures

By signing below, both parties agree to the terms and conditions outlined above:

TNSHA Representative

Name: _____

Title: _____

Signature: _____

Date: _____

Photographer

Name: _____

Title: _____

Signature: _____

Date: _____