

STEVE GETTLE

The Art of Nature Photography Seminar > Fundraiser Program

The Seminar

The *Art of Nature Photography* seminar is an all day classroom seminar covering all aspects of nature photography. Usually it runs from 9 AM to 5 PM with a one-hour break for lunch. My expectations for attendance are a minimum of 50 people.

The Partnership

When I put on my seminar in other cities around the country I find it advantageous to partner up with local camera clubs, camera club councils or other groups in the area to help with securing a venue for the seminar as well as local promotion of the event. Often these groups use this event as a fundraiser for their organization.

A flat fee can also be arranged if you do not plan on charging admission. If you would like to explore that option please contact us.

What I Expect From Your Organization

Help in locating and securing a venue for the seminar. Help promoting the seminar through local camera clubs and other outlets. Provide volunteer staff to check people in etc. the day of the event.

What You Can Expect From Me

I will take care of all upfront costs for marketing, refreshments, the venue, etc. I will provide any marketing materials needed. I will promote the seminar through social media, my website, as well as using my large mailing list. Often times I can come to the area and do some pre-seminar programs for local camera clubs to help promote the seminar. I can handle registration for seminar participants through my website. My website is set up to accept credit cards, PayPal, etc. Each attendee receives a full set 18 pages of seminar notes.

The Financial Stuff

Usually I charge \$89 per person. We can offer \$10 off for members of a camera club if you like.

The split between your organization and myself is on a bit of an upward sliding scale. After expenses I take the first \$1,500 and your organization gets the balance, up to \$3,000 net (which is about 35 attendees). So if after expenses we net \$2,500 I would get \$1,500 and your organization would get \$1,000. Over \$3,000 net we split the proceeds 50-50 after expenses. So if we get 100 attendees for a total of \$8,900 and have \$900 in expenses we would both net \$4,000.

Contact Information

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