Kurt Hoffmaster Photography

Media Day Photoshoot Guide for Parents & Coaches

What to Expect on Media Day

On media day, every player is photographed individually for use in team posters, banners, and personal keepsakes. Here's how the process works from photo day to final delivery.

Step 1 — Choosing Poster Poses

1. Photos from media day are uploaded to the online proofing gallery within 3–5 days of the shoot. Each image is watermarked with the school background color and a number in the top-left corner — use that number to identify your selections.
2. Parents review the gallery and pick the pose(s) they'd like used for posters or other products.
3. Once every player's parent has made a selection, a Poster Proof gallery is created for the next step.

View Your Gallery: kjhoffy.zenfolio.com

Step 2 — Proofing

4. Once poses are chosen, a Poster Proof gallery is posted showing the poster exactly as it will be printed.
5. Parents check spelling of the player's name and confirm the correct image was used — this is your last chance to catch an error before printing.
6. Please respond promptly with any corrections. No changes can be made after an order goes to print.

Step 3 — Payment

Posters are printed only after proofing is approved and payment is received. Payment can be made by:

- Venmo
- PayPal
- Zelle
- Check
- Cash

Payment details will be provided along with the proof gallery link.

Step 4 — Printing & Delivery

7. Once all images are proofed and posters are paid for, the full order is submitted for printing.
8. Turnaround from order to delivery is typically 5–7 business days.
9. You'll be notified as soon as posters are ready for pickup or distribution through the team/coach.

Pricing

Sports / Hype Photos. Dramatic smoke-and-lights portraits are taken at the school on media day. Pricing is per athlete and drops as the group gets bigger:

- **2–3 athletes:** $275 each
- **4–6 athletes:** $200 each
- **7–9 athletes:** $115 each

- **10–14 athletes:** $100 each
- **15+ athletes:** $75 each

Every athlete gets: 5 edited images with full smoke and lighting effects, plus a team photo with every team booking.

Booking fee: A $125 booking fee is due before the shoot to reserve the date.

Athlete Posters. Vinyl posters are ordered after proofing:

- **2 ft × 3 ft vinyl poster:** $50 each
- **3 ft × 4 ft vinyl poster:** $65 each

Payment methods are the same as above (Venmo, PayPal, Zelle, check, or cash). Hype photos follow the same 3–5 day gallery and proofing timeline as standard media day photos.

Quick Reference Timeline

- Media Day — Photos taken
- 3–5 days later — Proofing gallery link sent; parents pick poses
- After all selections in — Poster Proof gallery posted for spelling/image check
- Proof approved + payment received — Order submitted to print
- 5–7 business days later — Posters delivered

Questions?

If you have any trouble finding your player's photos, identifying the right image number, or have a proofing correction, reach out directly rather than waiting — it's much easier to fix before an order goes to print than after.

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