



## PERSONALIZED GIFT CERTIFICATES ARE AVAILABLE

As The Book is created to meet the needs and hopes of each client, there are no two books alike. After an initial conversation with prospective clients, specifics can be determined to assure that The Book can be everything you are looking for in a recorded memory. The following is a general outline.

For a period of 1 or 2 years we photograph the client at the shows we attend that they are also at. We also offer a smaller project executed at WEF. Our ability to offer a contract is based on the amount of exposure we would have to the exhibitor over the contract term. Our schedule includes WEF, Old Salem Farm, Devon, Lake Placid, Young Riders, Hampton Classic, Gold Cup, Capital Challenge and USEF Talent Derby East. To celebrate important wins from events that we do not cover, we create an artistic collage featuring ribbons, coolers, and trophies from that event.

We photograph the clients during their competitive rounds, but more importantly, we try to record the story of the relationship between the client and their horses and friends. During the contract period we include a photo shoot of the client and their horses. Family members and friends can be included in this shoot. We are also on call when things out of the ordinary are going to happen that would add to the book. For example, with notification, a visit from a family member that is not normally part of the horse show experience can be documented.

Each client receives a questionnaire to fill out which gives us a list of their horses, the divisions they show in, their friends, trainers, and grooms that they think they would like included in their Book. We post each clients photos to their own gallery on our website weekly. The clients can go directly to their gallery to view all their photos. From this gallery the client may receive an unlimited number of web sized images for their personal use or social media. Most requests by a client to supply their photos to a sponsor or media outlet are done so at no cost (with a small number of exclusions). In addition, a 20% discount is applied on any purchases of enlargements during the contract period.

All Book projects require a deposit due at the time of signing. Depending on the contract time frame, payments can be made annually or monthly. Final payment is always due after the last show of the contract period, and before the book is designed. Included in the contract the client receives one 9.5" x 13" Book (60-80 pages). A WEF only Book will be 40-50 pages. Additional copies of The Book can be purchased in an assortment of sizes.

The fee for a 12 week WEF book project is \$7,500.

The fee for a 1 year book project is \$15,000.

The fee for a 2 year book project is \$22,500.

Let us know of any concerns or questions that you may have. We will, within reason, do whatever is needed to assure you that The Book, and it's process, will be a very important part of your equestrian memories.

Thank you for your interest,

Please contact James or Vicci with any additional questions.

561-309-4342 - [ponypix@mac.com](mailto:ponypix@mac.com)

215-280-8388- [vicci@thebookllc.com](mailto:vicci@thebookllc.com)