





INTRODUCTION

ALLOW US TO INTRODUCE OURSELVES. MY NAME IS SHARON LEE CHAPMAN, AND TOGETHER WITH MY PARTNER, MARK LEE, WE STRIVE TO PROVIDE TOP QUALITY PHOTOGRAPHY, VIDEOGRAPHY, DRONE AND SOCIAL MEDIA SERVICES TO THE THOROUGHBRED RACING INDUSTRY.

IN 2011, I WAS FORTUNATE TO CAPTURE THAT SHOT OF BANNA STRAND FAMOUSLY JUMPING INTO THE CROWD AT WARRNAMBOOL, AND WAS HONOURED TO RECEIVE THE COVETED QUILL AWARD FOR NEWS PHOTO OF THE YEAR. MY WORK HAS FEATURED GLOBALLY, INCLUDING SPORTS ILLUSTRATED, CNN, THE NEW YORK TIMES, VANITY FAIR AND THE WASHINGTON POST.

WITH THE ADDITION OF MY PARTNER, MARK LEE TO THE BUSINESS, WE NOW CAN OFFER BOTH DRONE AND VIDEOGRAPHY SERVICES, WHICH WE BELIEVE HAS STRENGTHENED OUR BUSINESS MODEL AND ALLOWS US TO PROVIDE "FULL PACKAGE" SERVICES TO OUR CLIENT BASE, BOTH HERE AND IN NEW ZEALAND.



STALLIONS

STALLION PHOTOGRAPHY IS ONE OF THE LARGEST COMPONENTS OF OUR PHOTOGRAPHY BUSINESS, AND WE ARE PROUD TO OFFER ALL ASPECTS OF PHOTOGRAPHY, INCLUDING CONFORMATION, Paddock, PORTRAITS, AND ARTISTIC IMAGERY THAT SHOWCASES THE INDIVIDUAL BEAUTY OF EACH STALLION.

SOME OF OUR CLIENTS INCLUDE WAIKATO STUD, WIDDEN, NEWGATE, SUN STUD, BLUE GUM FARM, NEWHAVEN PARK, AND ARMIDALE STUD TO NAME A FEW.









FARMS & FOALS

OUR FARM PACKAGES INCLUDE FOAL PHOTOGRAPHY, AERIALS, AND GENERAL FARM PHOTOGRAPHY.

WE TRULY BELIEVE PATIENCE IS THE KEY TO PHOTOGRAPHING THE THOROUGHBRED, AND IT'S NOT UNCOMMON FOR US TO BE SITTING IN A Paddock WITH MARES AND FOALS FOR HOURS ON END, JUST TO CAPTURE THAT ONE SPECIAL SIGNATURE IMAGE FOR A FARM, THAT WILL LIVE ON FOREVER.









/// SALES COVERAGE

EACH YEAR, WE COVER A LARGE NUMBER OF YEARLING DRAFTS FOR CONFORMATION WORK AUSTRALIA WIDE AND ATTEND ALL THE MAJOR SALES THROUGHOUT AUSTRALIA, WORKING FOR MAGIC MILLIONS AND NUMEROUS FARMS.

OUR YEARLING SALES SERVICES EXTEND TO TRAINERS AND SYNDICATORS LOOKING TO MARKET THEIR PURCHASES WITH QUALITY PHOTOGRAPHY AND VIDEOGRAPHY, TOGETHER WITH THE RIGHT SOCIAL MEDIA MARKETING WHICH WE BELIEVE IS PARAMOUNT IN A HIGHLY COMPETITIVE FIELD.





TRAINERS AND SYNDICATORS

WE OFFER COMPETITIVE PACKAGES TO TRAINERS, INCLUDING TRACKWORK, BEACH WORK, PRE TRAINING, BREAKING IN FOR BOTH PHOTOGRAPHY AND VIDEOGRAPHY.

ONE OF THE BIGGEST CHALLENGES FACING TRAINERS IS TO KEEP OWNERS INTERESTED AND VISUAL NEWSLETTERS CONTAINING BEAUTIFUL PHOTOGRAPHY AND VIDEOGRAPHY HELP MAINTAIN GREAT CONTACT AND COMMUNICATION WITH OWNERS.

DRONE SERVICES ARE AVAILABLE ON PRIVATE PROPERTIES AND BEACH WORK AND OFFER A UNIQUE PERSPECTIVE, SHOWCASING DIFFERENT ASPECTS OF TRAINING.









/// RACE COVERAGE

WE OFFER RACE DAY COVERAGE THROUGHOUT NSW, QLD AND TASMANIA FOR BOTH RACE CLUBS AND EDITORIAL CHANNELS.





/// SOCIAL MEDIA

WE ARE BIG BELIEVERS IN THE POWER OF SOCIAL MEDIA. THIS IS EVIDENCED BY OUR OWN SOCIAL MEDIA FOLLOWING WHICH EXTENDS TO TWITTER, FACEBOOK AND INSTAGRAM HAVING OVER 45,000 FOLLOWERS. SOCIAL MEDIA SERVICES ARE ANOTHER CORE PART OF OUR BUSINESS AND WE ARE PLEASED TO NOW BE ABLE TO OFFER MONTHLY COMPETITIVELY PRICED PACKAGES TO SUIT ALL BUDGETS AND NEEDS.

THE WINX – CHAMPION RACEHORSE FAN PAGE IS AN EXAMPLE OF ONE PAGE THAT WE STARTED A FEW YEARS AGO, WHICH HAS GROWN TO OVER 5,200 MEMBERS.





FINE ART PRINTS

AFTER SEVERAL SUCCESSFUL EXHIBITIONS, INCLUDING
"THE BEAUTY OF THE THOROUGHBRED" AT THE
WORLD TRADE CENTRE, WE ARE NOW OFFERING OUR
FINE ART SERIES OF PHOTOGRAPHIC EQUINE PRINTS.
THESE PRINTS ARE AVAILABLE IN A VARIETY OF PRINT
FORMATS WITH CUSTOM FRAMING AVAILABLE. WE
SHIP WORLDWIDE, HAVING PRINT LABS IN AUSTRALIA,
THE US AND NZ.

/// PRICES

STALLION AND FARM PHOTOGRAPHY - \$1,500 PER DAY PLUS GST - \$200.00 EDITING FEE AND REASONABLE TRAVEL EXPENSES. INCLUDES ALL DIGITAL EDITING, AND PROVISION OF IMAGES IN HIGH RESOLUTION BOTH ONLINE AND VIA USB.

YEARLING DRAFTS - \$80.00 PER HORSE - 1-10,
\$70.00 11-20,
\$60.00 21+

DRONE PHOTOGRAPHY - PACKAGES START FROM \$750.00 PLUS GST.

VIDEOGRAPHY SERVICES - PACKAGES START FROM \$500.00 PLUS GST

YEARLING SALES COVERAGE - SALES COMPANIES - STARTS AT \$1,200 PER DAY PLUS GST

TRAINER'S PACKAGES AVAILABLE FROM \$400 PLUS GST







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