

**ROE & CO.**  
SPORTS



**ELITE PHOTOS. BIG STAGE ENERGY.**

*"You can't be afraid to fail. It's the only way you succeed. -LeBron James*





# TABLE OF CONTENTS

## Meet The Team

Family owned, athlete focused

## How We're Different

We're nothing like our competitors

## Our Winning Formula

How we deliver a 5-star photo day

## Signature Portraits

What we're known for

## Digital Composite Portraits

Perfect for team-branded content

## Affordable Pricing

So everyone wins

## Media Day Experience

Make an impression

## Banners

Stand out from the crowd



# OUR TEAM



**Kurstin Roe**  
Team Co-Captain



**Lucia Roe**  
Team Co-Captain

We're Kurstin and Lucia Roe, the husband-and-wife team behind Roe & Co. Sports. We've been photographing sports since 2008. Little did we know that it would grow into a thriving sports photography business, capturing 10,000 to 20,000 athletes each year. By 2020, our sports division had expanded so much that we launched its own dedicated brand and franchise, Roe & Co. Sports.

Kurstin grew up playing nearly every sport imaginable. That has given him a deep understanding of how to photograph and pose each athlete to ensure the body mechanics match the sport.

Lucia, with a sharp business mind and an eye for detail, ensures every part of our operation runs smoothly. We love the culture, the camaraderie, and the life lessons kids gain through sports, and we bring that same enthusiasm to every team we work with.



# HOW WE CHANGE THE GAME

We run a championship-level operation. With 20+ years of experience, we've perfected a process that gets flawless shots fast, keeps every athlete and family smiling, and scales effortlessly to match any clubs size.

We have more staff, smarter posing, pro lighting, and a finely tuned workflow which means photo day is seamless and efficient. Combined with our innovative tech and AI, our process is completely unique.



# OUR WINNING FORMULA



## Proven Under Pressure

We've perfected our process over 15+ years of experience. We adapt, execute, and deliver top tier results in any situation.



## Effortless Photo Day

No long lines, no stress, no paper order forms, just smooth execution. Your coaches and parents are going to love us.



## Lightning-Fast Turnaround

Blazing speed from shoot to delivery. Photos arrive to your inbox in about a week. Orders arrive to your home in 5-7 business days.



## Body Positive Posing

We know how to pose athletes to accentuate their best features and make them feel confident and stress-free in their pictures.



## Built For Every Club

Scalable solutions for leagues, clubs, and schools of all sizes. From 50 athletes to 1000+ athletes, we've got you covered.



## Elite-Level Efficiency

Efficiency might as well be our middle name. We are a well oiled machine and it shows at every part of the process



## All-Star Team

Trained pros who know the game and sport inside and out. We have former D1/D3 college athletes on our staff, and all of our photographers have played sports.



## Scheduling Masters

We can help make YOU look good by coordinating logistics like a championship winning playbook.



## In & Out Fast

For most shoots, parents and players should expect to be onsite less than 30 minutes.



## Happy Parents!

Eliminate parent complaints about quality and speed. We'll make you look good!

# TWO PORTRAIT STYLES

ONE STANDARD OF QUALITY



## SIGNATURE PORTRAITS

*What we're known for*

*Multi-time world champion Gabrielle Rudolph uses Roe & Co Sports*

## COMPOSITE PORTRAITS

*We're green screen all-stars*

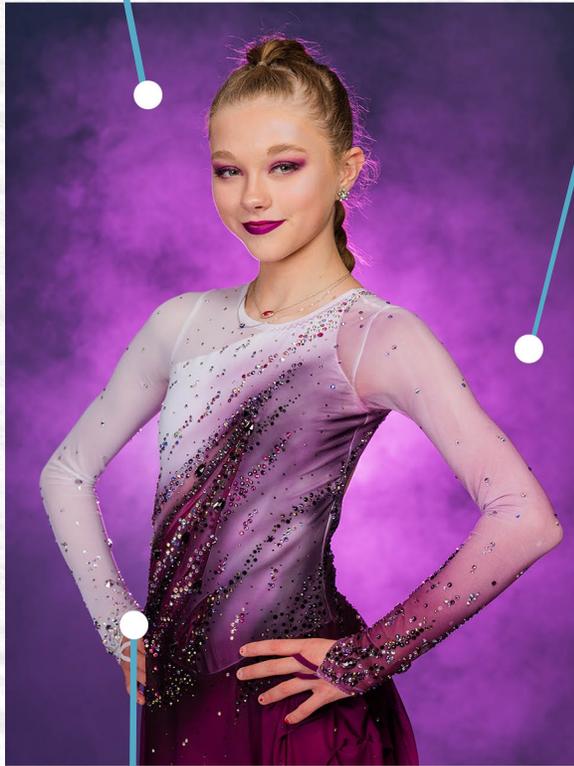
*National championship winning programs with D1 college recruits trust Roe & Co Sports*



# ANATOMY OF OUR SIGNATURE PORTRAITS

## Clean Composition

Every detail is intentional, from framing to background, for a polished feel.



## Swag It Up

Effortlessly cool, dripping with confidence and attitude.

## Pro Athlete Vibes

Styled and coached to feel like a pro media experience.



## Flattering Pose

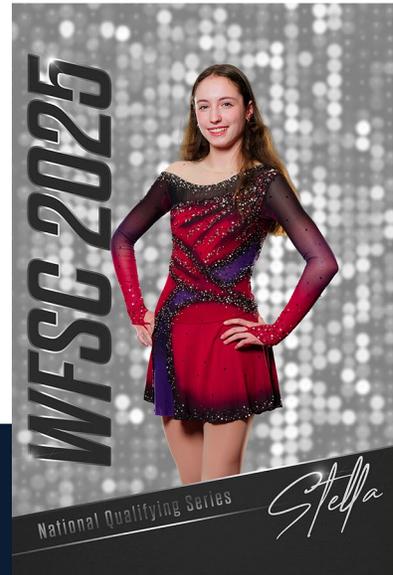
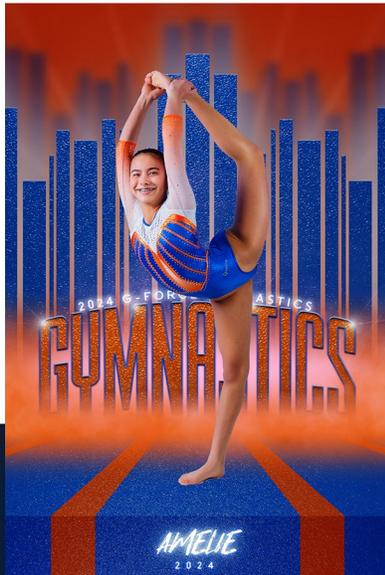
Confident, age appropriate & sport-specific poses that bring out each athlete's best.

## Dynamic Lighting

We use up to 6 lights per photo for bold, dramatic lighting that makes every image pop.

## Exceptional Color

Crisp, vibrant edits with true to life skin tones.



# DIGITAL COMPOSITE PORTRAITS

- Shot on green screen
- Customizable backgrounds
- Flexible shooting locations
- Excellent for team branding
- Perfect for social media design
- Consistent look & feel
- Great for large club photos
- Creative flexibility



# AFFORDABLE PRICING



## OPTIONS FOR EVERYONE

We offer flexible packages for every family. From print bundles to digital downloads, our pricing is designed to be clear, fair, and competitive.

We can customize offerings to fit your club and participants, making it easy to meet the unique needs of every organization.

# FLEXIBLE PRICING MODELS

## Standard Pricing

- No pre-payment required.
- Zero upfront cost from the club.
- View your photos online after photo day.
- There is no purchase obligation.
- Families order what works for them.
- Pricing starts at \$9 (plus shipping).

## All Inclusive Pricing

A predictable, budget-friendly option where every athlete receives a photo package. With full participation, the average cost per family is lower and delivery is streamlined.

**15 or fewer athletes: \$75 per athlete**

**16-25 athletes: \$70 per athlete**

**26-40 athletes: \$65 per athlete**

**41-55 athletes: \$60 per athlete**

**56-70 athletes: \$55 per athlete**

**71-90 athletes: \$50 per athlete**

**91-110 athletes: \$45 per athlete**

**110+ athletes: \$40 per athlete**

**200+ athletes: Call for quote**

*100% participation required*

# MEDIA DAY EXPERIENCE

## STAND OUT FROM THE CROWD

We bring the lights, the gear, and the hype. Our Media Day packages combine team and individual photos with custom graphics and video content all tailored for social media, marketing, and recruiting.

Whether you're building excitement for the season or helping athletes get noticed by scouts, we create content that gets shared, reposted, and remembered.



## COLLEGE RECRUITING

Our content is perfect for player profiles, recruiting pages, and coach communications. Help your athletes stand out with visuals that speak their level of commitment and talent.

# MEDIA DAY PRICING



## Pro Package - \$129/Player

Everything in Elite, plus:  
15-30 sec vertical hype video (player intro or pose reel)  
1 printed poster (11x17" or 12x18")

## Elite Package - \$89/Player

Everything in Starter, plus:  
3 additional action-style poses  
1 custom "Game Day" graphic with name, number and team logo  
1 individual PNG cutout (transparent background)

## Starter Package - \$49/Player

2 high-res digital portraits  
1 team composite image  
Web-size downloads for social media  
Access to online gallery

## Club Pro Bundle - \$2500+

Covers 3-5 teams  
Includes individual & team photo coverage  
All digital files for club marketing use  
1-2 videographers for hype reels  
Up to 5 team banners  
Admin rights to all assets

## Team Media Bundle - \$950

Up to 20 players  
Team composite image  
One individual photo per athlete  
One PNG cutout per athlete  
One social media post graphic per athlete  
One team hype video (up to 60 seconds)  
Coach portraits (x4)  
Full online gallery

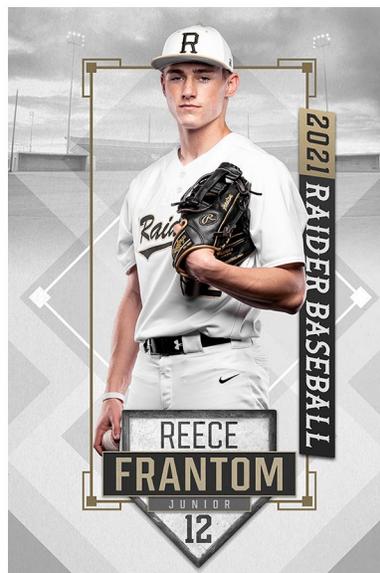


# BANNERS



## Stand Out On and Off the Field

We design bold, professional banners that showcase your athletes and your brand. Perfect for senior nights, tournaments, or team displays. All banners are custom-designed and printed on high-quality vinyl for lasting impact. From \$65+.





# CONTACT US



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www.roeandcosports.com

Contact us today to schedule your photo day. Give your athletes and their families the best sports photos in the greater DC area.