

Setup Concierge — Website Update Proposal

Date: February 8, 2026

Subject: Adding Event Photography & Media as a core service pillar

Status: DRAFT — Pending panel refinement

The Opportunity

WNQ board members are discussing an ongoing photography relationship for future events. This validates event photography/media as a **revenue-ready service line** that should be prominently featured on setupconcierge.com.

Proposed Website Changes

1. Homepage — Add 4th Service Pillar

Current homepage flow:

| 01 | 02 | 03 |
|---------------|-------------------|---------------------|
| LLC Formation | Branding & Design | Website Development |

Proposed homepage flow:

| 01 | 02 | 03 | 04 |
|---------------|-------------------|---------------------|--------------------------------------|
| LLC Formation | Branding & Design | Website Development | Event Photography & Media |

New service card copy:

04. Event Photography & Media

Professional coverage that captures your brand in action. From corporate events to community gatherings — we deliver social-ready assets, highlight reels, and polished galleries that tell your story.

2. Hero Section — Updated Subheadline

Current:

"Don't Let a Bad Setup Cost You Your Brand."

Proposed — add rotating or static subheadline:

"Don't Let a Bad Setup Cost You Your Brand."

From business formation to event coverage — we handle every detail so you don't have to.

3. New Page — Event Photography Packages

Page: /event-photography

Event Photography & Media

Capture every moment. Tell every story.

Whether you're launching a brand, hosting a fundraiser, or building community — professional event coverage turns moments into lasting brand assets.

What You Get

| Deliverable | Description |
|-----------------------------|--|
| Edited Photo Gallery | High-resolution, color-corrected images delivered digitally |
| Social Media Assets | Cropped and optimized images for Instagram, Facebook, LinkedIn |
| Highlight Reel | 60-90 second video recap of the event (add-on) |
| Raw Files | Unedited originals available upon request |
| Quick Turnaround | Social-ready selects within 48 hours, full gallery within 7 days |

Packages

Single Event Coverage

Perfect for one-time events, grand openings, fundraisers.

| Feature | Details |
|---------------------------|-------------------|
| Duration | Up to 3 hours |
| Edited Photos | 50-75 selects |
| Social Media Crops | Included |
| Turnaround | 5-7 business days |
| Starting At | \$500 |

Quarterly Retainer

Ideal for organizations with regular events and ongoing content needs.

| Feature | Details |
|---------------------------|---|
| Events Included | Up to 4 per quarter |
| Duration per Event | Up to 3 hours |
| Edited Photos | 50-75 per event |
| Social Media Crops | Included |
| Priority Booking |  |
| 15% Discount | Applied to per-event rate |

| | |
|--------------------|-----------------|
| Starting At | \$1,700/quarter |
|--------------------|-----------------|

🤝 Annual Partnership

For brands that need a dedicated visual partner year-round.

| Feature | Details |
|-----------------------------------|---------------------------|
| Events Included | Up to 12 per year |
| Duration per Event | Up to 4 hours |
| Edited Photos | 75-100 per event |
| Social Media Crops | Included |
| Highlight Reels | 2 per year included |
| Priority Booking | ✓ |
| 20% Discount | Applied to per-event rate |
| Dedicated Point of Contact | ✓ |
| Starting At | \$5,500/year |

Add-Ons

| Add-On | Price |
|--|-------|
| Extended coverage (+2 hours) | \$300 |
| Highlight reel (60-90 sec) | \$250 |
| Same-day social selects (5-10 photos in 4 hours) | \$150 |
| Printed event photos (on-site printing) | \$200 |
| Second photographer | \$350 |

Why Setup Concierge?

"We don't just show up and shoot. We learn your brand, understand your audience, and deliver content that works across every platform — from your website to your Instagram feed."

- ✓ Brand-aligned creative direction
- ✓ Fast turnaround for social media
- ✓ Professional editing and color grading
- ✓ Full usage rights upon delivery
- ✓ Scalable packages that grow with you

4. Social Proof Section — WNQ Case Study Teaser

Proposed homepage section (below services):

Our Work in Action

Warriors Never Quit (WNQ)

Nonprofit brand revamp + ongoing event photography

From website strategy to on-location photo sessions, we partnered with WNQ to refresh their brand presence and capture their community impact.

[See the Case Study →]

5. Updated Footer Navigation

Add to navigation:

- **Services** → Event Photography & Media (sub-link)
 - **Portfolio** → new page (future, once event gallery is built)
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Panel Review Request

To the Advisory Panel: Please refine this proposal for maximum conversion and results. Specifically:

1. **Pricing** — Are the package tiers and price points positioned correctly for the Chicago nonprofit/small business market?
 2. **Copy** — Does the messaging strike the right balance between professional and approachable?
 3. **Packages** — Are the right deliverables included? Anything missing or unnecessary?
 4. **Page structure** — Is the flow optimized for converting visitors to intake form submissions?
 5. **Integration** — How should this new service pillar connect to the existing homepage without diluting the core message?
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Submitted for Advisory Panel review — February 8, 2026