

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
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📍 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