

# League Proposal & Projections

## Assumptions

Players in all divisions (use this as a guideline for your actual number)	500
Teams in all divisions	42
Per player in league average T&I sale (based on TLC's 2003-04 sales)	\$22.83
Per player in league average action sale (based on TLC's 2003-04 sales)	\$9.92
Price per coach or sponsor 5x7	\$1.43

## Rebate Plans

### Option A (team and individual portraits only)

Number of players times Average T&I sales	\$ 11,415.00
10% of total photo day sales	1,141.50
(less) Teams times three (3 coaches) times per coach 5x7	<u>FREE!</u>
Total return to league	\$ 1,141.50

### Option B (sports action photos only)

Number of players times Average action sales	\$ 4,960.00
5% of total on-location action sales	<u>248.00</u>
Total return to league	\$ 248.00

### Option C (team and individual portraits, plus sports action)

Number of players times Average T&I sales	\$ 11,415.00	
25% of total photo day sales (team and individual only)		2,853.75
(less) Teams times three (3 coaches) times per coach 5x7		<u>(180.18)</u>
Total portrait return to league		\$ 2,673.57
Number of players times Average action sales	4,960.00	
10% of total action sales (returned to league)		<u>496.00</u>
Total combined return to league (only with Option C)		<b>\$ 3,169.57</b>

### Tournament considerations (sports action photos only)

Per team average (based on TLC's 2004 tournaments)	\$178.20	
With Option A or B (per team rebate)		\$8.91
With Option C (per team rebate)		\$17.82

## Information

- The above figures are only an estimate and can only be used for comparison to other photographer's offers.
- We cannot guarantee you will receive the amount(s) shown above. Amounts shown are based on sales less any taxes and fees, and assumes that all buyers pay for their orders.
- Our average turnaround for 2004 is 15 working days.
- TLC Photography frequently uses two or more photo day photographers to expedite the process.