

# Appendix D

## Photography Brief

### INTRODUCTION

This brief aims to set out the role of the Championship Photographer at 420 Championships, as well as the role of the 420 Class Association (420 Class) and Organizing Committee (OC) in working with the photographer. All arrangements are subject to discussions between the 420 Class, OC and photographer.

The role of the photographer is to document the Championship through a wide range of high quality images and also provide promotional images to raise the profile of 420 Class sailing and sailors.

The 420 Class is looking for authentic shots that really tell the story of the racing, the lifestyle of a world class athlete, the technical demands of the racing and the athleticism required to sail the boats.

The 420 Class is looking for shots with the “wow factor”, with dramatic angles to achieve a broad portfolio of images. The style of photography should reflect: excitement, colourful, innovative. We are open to the photographer to try different styles, ie wide angle, colour tints, etc. and varying camera angles to present the class in a unique way.

The images will be used on a variety of platforms: print media, website, social media, newsletter etc.

The photographer shall:

- ***work with all partners to ensure key messages are conveyed***
- provide consistent and sustained coverage around the Championship throughout the agreed contract period
- help to grow interest in the Championship

### 1. REQUIRED IMAGES

#### a) Sailors General

- Individual and Team shots for all sailors competing (if possible)
- Boat Preparation
- Relaxing/groups of sailors having fun
- Launching/Returning to Shore
- Particular sailors – there may be particular shots of sailors that are requested on a day by day basis by the 420 Class

#### b) Sailors Racing

The images should show the range of nations participating – through taking fleet shots showing the sail country codes (ideally by the end of the Championship every crew should have been photographed), excitement and tension of the sport, close up shots to really get a sense of the sailors, action shots, physicality and boat on boat action – particularly around marks and the start. Images to include:

- Various images of the 420s sailing (upwind, downwind, pre and post racing as well as during racing)
- Mix of individual boats as well as start lines and wider views of the race course
- Start line shots (maybe from mast?)
- Finishing shots

- Top 3 each day (male/mixed, female, U17) – identified with bibs and/or dots on sails after day 1
- c) Race Committee On-Water**
- Committee boats and crew on water in action (starting etc)
  - Mark laying boats – on water, laying marks and taking wind measurements etc
  - Safety boats – on water with fleets
  - Jury boats – on water with yellow flags etc
- d) Shoreside**
- Venue with Championship branding in place and country flags
  - Sailors and officials within the venue
  - Race office and general shots around the club
  - Measurement process
  - Slipway and launching – especially the new slip
  - On shore volunteers (beach team etc)
  - Sailors on shore – rigging boats, camaraderie in boat park, etc
  - Volunteers
- e) General Views and Venue Images**
- Images which show the racing looking back to shoreside venue (if this is viable at the venue)  
Showcasing venue, venue branding, venue layout
- f) Opening Ceremony**
- General Shots
  - Sailor Shots – team clothing/uniforms
  - Nation Flags / Flag hoisting
  - Sailors' Oath
  - Speeches
  - Social
- g) Awards Ceremony**
- General Shots
  - Sailor Shots
  - Nation Flags
  - Speeches
  - Social
  - Medal Presentations by team – nation flag hoisting
  - Collective medals – all 420 Men, all 420 Women, U17 – and all together
  - Specific Trophy presentations
- h) VIP Appearances**
- i) Meetings**
- General shots of the 420 Meetings, ie General Assembly, Equipment Manufacturers' Meetings
  - General shots of any team leader, coaches meetings
- j) Organizing Committee Key Messages**
- Brief to be fulfilled by OC, but may include showcasing:
- *Host venue/nation is the perfect stage for events*
  - *Host venue/nation is a world-class events destination*
  - *Host venue/nation has a strong reputation and history in water sports*
  - *Any specific venue development installed*
  - *Key host nation athletes*
  - *Local welcome/hospitality*

**k) Sponsor Requirements**

To be advised prior to Championship by 420 Class and OC.

**2. PROVISION OF IMAGES TO 420 CLASS**

It is critical that images are provided to the 420 Class and/or OC in a timely manner after racing.

Depending on the schedule of each day, distance of race course to shore, use of technology to upload some images from the water may be useful.

The details of the provision of images are to be discussed specifically with the appointed Photographer, but to note:

- (a) Timeframe - we would like to receive approximately 20-40 images as soon as possible after racing, with the remaining images to be provided as soon as possible thereafter.
- (b) Image Resolution - it is likely that all images will be required both in a "print" resolution (high resolution) and a "web" resolution.
- (c) Image Captioning - images ideally to be tagged with: event name, race number, boat class, sailor name and nationality.
- (d) Website – images will be uploaded to the Championship website by the 420 Class and/or OC.
- (e) Social Media – a daily photo gallery is to be uploaded to the 420 Class Facebook page.
- (f) Photograph Gallery - we will plan to have a Flickr account for images to be uploaded to, with daily galleries separated by Class. It is preferred that the appointed Photographer implement the upload.
- (g) OA support – if necessary, the 420 Class will ask the OA to provide support to the Photographer to manage the tagging/upload of images.
- (h) Complete Championship Gallery – the Photographer shall supply a complete set of all images in a high resolution format, indexed by day, by class, by function (ie boat park, social, evening reception) to the 420 Class at the conclusion of the Championship.

**3. DISTRIBUTION OF IMAGES**

Ideally the photographer should have his/her own distribution network and contacts. Please advise the distribution service the photographer can provide.

**4. PHOTOGRAPHY REQUESTS**

The photographer shall be able to respond to any specific image requests from third parties, such as international/national media, ISAF Member National Authorities, 420 National Class Associations etc. To be discussed whether such requests will be managed through the 420 Class, OC media team or direct to the photographer.

**5. VENUE FACILITIES**

The OC will provide the photographer with a suitable working area, high speed internet connection, suitable rib with driver, meals and refreshments.

**6. PLANNING AND COMMUNICATION DURING CHAMPIONSHIP**

Prior to the Championship, the 420 Class, OC and photographer shall agree the planning and communication for the Championship.

**7. USE OF IMAGES**

The images shall be used by third parties for editorial and promotional use related to the Championship, 420 Class and sailors.

The 420 Class shall have the right to use the images from the Championship in perpetuity.

**8. 420 CLASS COMMUNICATIONS - CONTACT DETAILS**

Luissa Smith  
420 Class Communications  
Email:  
Skype: luissasmith

Web: <http://www.420sailing.org/>  
Facebook: <https://www.facebook.com/International420ClassAssociation>  
Twitter: <https://twitter.com/420class>