

## PHOTO STUDIO WALKTHROUGH

Photo shoots provide an exciting customer and staff experience and are a creative asset to the studio, but we do ask your team to keep in mind that we are primarily a hair salon and that they are sharing the salon with our own stylists and paying clients. When arranging a gratis studio rental, working space will be limited (especially on Fridays and Saturdays) and it is truly important to us that we keep our initial vision of a positive, creative, and fun atmosphere for all visitors. We are more than happy to provide you with anything you need to keep your designated areas clean and throughout your session.

**1.** We will be providing you with a free studio space for one full day of creative use. In lieu of payment, we ask your team to promote us on your social media platforms.

We require that **all members of the team** (including team lead, photographers, stylists, hair stylists, makeup artists):

- Follow @StudioFontanaTO (this makes it easier for our team to find you when posting our own behind-the-scenes photos)
- **Post once the day before the shoot** (eg. "looking forward to a shoot at @StudioFontanaTO"), tagging @StudioFontanaTO in the caption
- **Post one behind-the-scenes photo the day of the shoot**, tagging @StudioFontanaTO in the caption
- **Post one behind-the-scenes or final photo in the days after the shoot**, tagging @StudioFontanaTO in the caption

Instagram stories are very much appreciated, but we do still ask for an actual post.

Please list all social media handles for your team in a reply to this email so we can promote your shoot in the days leading up to your visit. Please also note that for free studio use, space is limited to **four team members** at all times (including models and assistants).

**2.** The studio is generally available from 11:30am to 5:00pm, Tuesday through Friday, and 11:30am to 3:30pm on Saturdays. You do also have the option of renting the studio for a fee (\$50/hr) on Sundays and Mondays, when the salon is closed and you would have the space to yourselves. We will arrange specific times once the date of your shoot once the date is set. Please do note that on Fridays and Saturdays, the salon is especially busy and your working space may be limited.

**3.** You will be provided with:

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| - 2 strobe lights (bowens)             | - Light stands with century arms                   |
| - 5-style reflector                    | - Strip box, beauty dish, reflector/fill, umbrella |
| - Black out blinds                     | - Natural lighting                                 |
| - 7 paper back drops (various colours) | - Clothing rack                                    |

Please note that there will be a \$20 fee for any back drops that are to be ripped after your use

You will also have access to **one** styling station with two power outlets, a small side table, trolley, and chair

**4.** If required, we ask that **you provide your own extension cords, clothes hangers, additional work surfaces (including a makeup table) or seating, and styling equipment**