



PHOTOGRAPHY BRIEF

Event: 2026 Australian Polocrosse Nationals

Dates: 22–28 June 2026

Location: Darwin, Northern Territory

Expected Attendance: ~5,000 people

Contact Person: [Your Name, Phone, Email]

OBJECTIVES

Specify the purpose of the photos:

- **Marketing & Promotion:** For future event promotion, website, social media, advertising.
- **Media & PR:** To accompany media releases and news coverage.
- **Sponsorship Fulfilment:** Action shots featuring sponsor logos, signage, activations.
- **Legacy Documentation:** Showcasing the atmosphere, crowd, and cultural significance.

SHOT LIST / PRIORITY COVERAGE

1. Sporting Action

- Fast-paced polocrosse matches from different angles
- Key players in action (including aerials/drone if allowed)
- Crowd reactions during matches
- Close-ups of horse and rider interaction

2. Opening & Closing Ceremonies

- Flag raising, speeches, traditional welcomes
- Group/team photos in uniforms
- Award and trophy presentations
- Podium and celebration shots

3. Crowd & Atmosphere

- Spectators in the stands and along the field
- Families, kids, and volunteers engaging
- Food stalls, markets, entertainment

4. Sponsor Exposure

- Sponsor signage and banners clearly captured during action and crowd shots
- Sponsor activations and staff interacting with guests
- Sponsored products in use (e.g., branded water bottles, uniforms)



5. Behind the Scenes

- Players warming up
- Volunteer efforts
- Stable life and preparation areas
- Candid moments

6. Community and Culture

- Local cultural performances or Welcome to Country
- Any NT-specific features (bush backdrop, Territory flag, native flora/fauna)

DELIVERABLES

- High-resolution edited images (JPEG + optional RAW)
- Web-optimized versions for social media (Instagram, Facebook, website)
- Image usage rights for media, sponsors, and promotional materials

Turnaround:

- Daily highlight package (x10 photos per day) by 10am next morning as determined by the photography schedule issued prior to the event.
- Full edited set within 15 working days post-event

Delivery method: Cloud folder (Google Drive / Dropbox)

SCHEDULE / SHOOTING DAYS

Date	Focus
21 June	Welcome dinner (all senior teams)
22 June	Opening Ceremony, early matches
23–27 June	Full competition days, sponsor activations
28 June	Finals, Closing Ceremony, Awards



COMMUNICATION

- WhatsApp group for real-time briefings
- Photographer to check-in at daily briefing meetings
- On-site media team contact: [Your Name / Media Manager]

SPECIAL NOTES

- Drone use must follow CASA regulations and local event approvals
- Ensure cultural sensitivity during Welcome to Country or traditional ceremonies
- All minors must have photo consent (provided by registration team)
- NTPA may use all photos for promotional purposes but not for commercial gain. The photographer retains copyright and the right to sell images during and after the event.