

2025

INFORMATION PACKAGES:

Photo Day



Booking Information

TWO OPTIONS

The two photo day options are incredibly simple, but all have different outcomes and different ways we operate.

Studio Payment System

(We do everything, Higher Price)

Service/Hire System

(Our most popular and requested, you make money!)

A COUPLE OF THINGS YOU NEED TO KNOW

1. **Setup:** requires 1.5 hours.: if you have under 25 students. we'll bring a smaller 3x3m backdrop. Standard is 6x6m (3m high); larger studios may need up to 8m wide and 5m high. Ensure your space fits.
2. **Timing:** Allow 10 minutes per group photo and 1 minute per solo. Students will have up to 3 takes for a single pose. Advanced dancers may perform jumps if they can land them on the first take.
3. **Editing Policy:** We fully edit the backdrop but do not edit students' appearances due to child protection laws. Please prepare dancers properly, we are not responsible for shadows, makeup, sweat, or scuffed shoes.
4. **Teacher Assistance:** A teacher must be present to assist with posing, check image quality, and provide student names. We are not responsible for missed students if no staff is supervising.: Photo Room Etiquette:
5. **No parents:** in the photo room unless a child is upset. Disruptive or disrespectful behaviour may result in refusal of service.
6. **Complaints & Escalations:** We aim to resolve all concerns respectfully. If a parent becomes abusive, we will escalate with the studio and may cease communication.
7. **Retouching Exceptions:** Only significant medical or physical concerns (e.g., visible conditions) may be edited — with prior approval and a signed waiver. Cosmetic edits (e.g., freckles, braces) will be declined.
8. **Communication Policy:** All correspondence must go through email only, no messages via personal social media. This is to protect our staff's time and boundaries.
9. **Booking Confirmation:** Your signed waiver and deposit are required prior to photo day to confirm your booking and acknowledge these terms.

Photoday Examples

All photoday images are able to be seen in real time on a computer and are not hidden from dance teachers or students.
anyone can see their photos as we want everyone to be happy with them before they walk off.

PLEASE CHOOSE A PHOTODAY
BACKDROP COLOUR



Black

Backdrop

White

Backdrop



OPTION 1 – Studio System

Flat by fee per student, we take care of the rest.

This option is ideal for studios wanting a smooth, organised photo day without managing orders after the fact. You collect a flat fee from each family before the shoot.

Each student is photographed in up to five costumes, including 1-2 solo shots per costume and all group routines they're part of. If any student is doing more than five routines, there's a \$25 extra charge for additional images.

After the shoot, we handle all the admin: sorting each student's photos into individual folders and delivering everything via Dropbox, ready for you to send out to families

It's important that all payments are finalised before we arrive on the day. If any student participates in more routines than originally paid for, we'll invoice the studio for the difference – and no gallery will be released until all outstanding balances are settled.

This system keeps everything clean and efficient. You handle payments your way, and we deliver a full, stress-free experience with every family receiving a beautiful, neatly packed photo folder without any admin on your end.

This is not our system designed for studio profit, it's designed for less admin on your end, with everything delivered in one simple package.

SEE BELOW:

Ideal for studios who want a stress-free, all-inclusive photo day with professional results.

WHAT YOUR STUDIO NEEDS TO DO:

1. Secure your date with a \$500 deposit.
2. Ensure your space can accommodate a 6x6m backdrop (3m high).
3. (Smaller studios below 15 can request a compact 3x3m setup.)
4. Provide a run sheet with a costume list, and student names 1 week before photo day.
5. Appoint a teacher to assist with posing, group setup, and student identification on the day.
6. Sign and return the studio waiver form before your scheduled photo day.

HOW PAYMENT WORKS:

- Your final invoice will be based on your total student count on photo day.
- Payment is made by the studio in one full payment.
- Full payment is required prior to the day through an invoice typically 1 week before.

WHAT'S INCLUDED:

- 1-2 solo images per student, per costume (up to 5 costumes included) if they only have one notify us, and we can take more photos OR a friends photo.
- All group photos the student is involved in
- Light editing (backdrop only)
- Digital delivery of all images to the studio. Parents can download their photos and videos from [here](#).
- Additional costumes beyond 5: **\$25, this includes partner photos or friends photos.**

NUMBER OF STUDENTS	PRICE PER STUDENT
20 or fewer	\$75
20-30	\$70
31-40	\$65
41-55	\$60
56-70	\$55
71-90	\$50
91-110	\$45
110+	\$40

Option 2: The Service Hire System

We highly recommend this model, it's what most studios now book us for.

With the Service Hire System, you simply hire us to come in, set up, and shoot across a set number of hours. For example, if we're there for 6 hours, the total hire fee is \$1,800, with a \$500 deposit upfront and the remaining \$1,300 due before the shoot.

- ✓ No per-dance fees
- ✓ No limits on how many routines a student can do
- ✓ You control how your studio collects payments — whether that's added to end-of-year fees, bundled into costume costs, or paid per routine

How It Works Financially:

This system actually allows your studio to make money, depending on how you structure your fees.

Let's break it down:

- Total hire fee: \$1,800
- 40 routines photographed during the shoot
- That means you only need to make around \$34 per dance to cover our cost

Now, say each of those 40 dances has 7 kids in it:

- $\$34 \div 7 = \4.85 per student
- If you charge parents \$10 per dance per child, you'll collect:
- $\$10 \times 7 = \70 per dance
- After covering your cost (\$34), your studio keeps:
- $\$70 - \$34 = \$36$ profit per dance

Want more return? Charge \$15–\$20 per student per routine, it's still cheaper than our previous system and more flexible than Option 1.

And just to be super clear, this is based on each dance photographed, not per child. So group dances are easily split between families.

Why Studios Love It:

- More control over your pricing
- No chasing parents for orders
- No confusion around image selection or packages
- more reward

It's simple, safe, and gives you total flexibility, without the chaos we experienced under previous models. If you'd like help building a pricing structure around your studio size and dances, we're happy to assist.

Our most popular option, and designed for you to make profit..

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1. Secure your date with a \$500 deposit.
2. Ensure your space can accommodate a 6x6m backdrop (3m high).
3. (Smaller studios below 15 can request a compact 3x3m setup.)
4. Provide a run sheet with a costume list, before photo day.
5. Appoint a teacher to assist with posing, group setup, and student identification on the day.
6. Sign and return the studio waiver form before your scheduled photo day.
7. Let us know if you'd like to include the headshot package add-on or require longer editing turnaround for schools over 300 students.

HOW PAYMENT WORKS:

- You'll receive a custom quote based on the number of students, hours needed, and complexity of the shoot.
- A flat service fee is paid by the studio, there's no per-student cost or admin from us.
- A final invoice will be issued after photo day based on the confirmed scope.
- Payment is due in full before your USB is delivered.

WHAT'S INCLUDED:

- Photography on your chosen timeframe
- Light backdrop editing on all images
- All solo and group photos delivered via USB
- **Unlimited** costumes and group images (based on your run sheet)
- Fast turnaround: 5-10 business days (up to 14 days for larger schools)
- Your studio manages all distribution to families

ESTIMATED SCOPE	APPROXIMATE FEE RANGE
Small – Half Day	\$1,300 – \$2,000
Medium – Full Day	\$2,000 – \$3,500
Large – Full Day	\$3,500 – \$5,000+

Nocturaine Dance

WHAT ELSE WE OFFER!

PRO STUDIO IN NEWCASTLE NSW

professional-grade artworks with: Cinematic retouching and colour grading, Collage designs and layered composites, Custom layouts for studio promotion or dancer portfolios, Perfect for studio advertising, soloist portfolios, or social media launches.



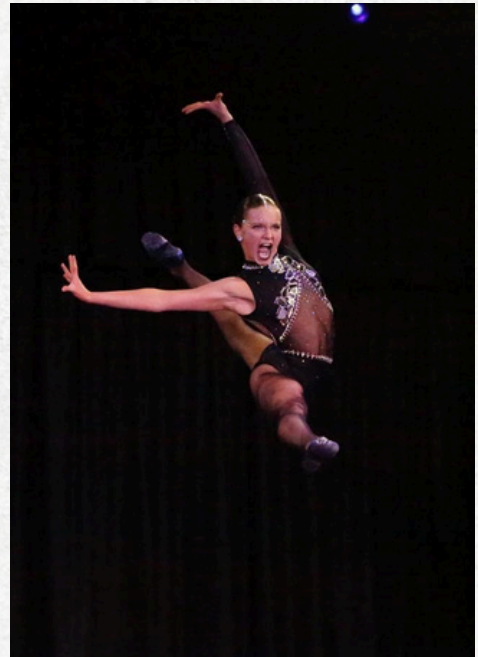
CONCERT PHOTOGRAPHY:

Need pro photos of your concert?? We will be there! email us for a quote.

DANCE COMPETITIONS TO CAPTURE DANCERS ON STAGE

- High-speed performance shots during routines
- Backstage portraits and warm-up candids
- Optional interview-style video or documentary footage (available on request)

Let us capture the full emotion, energy, and artistry of competition day.



PRO POP-UP DANCE STUDIO PHOTOGRAPHY

We travel. We light. We shoot.

- Fully styled, professional-grade pop-up photo days
- Studio or location-based setups for stylised, cinematic portraits
- Dancers work 1:1 with a creative director and professional photographer
- Ideal for elite students, competition teams, or promotional content

Create imagery that rivals magazine editorials and high-level dance campaigns.

