



Cornell Cooperative Extension
Essex County

About the Adirondack Harvest Photo/Video Reimbursement Member Benefit

Professional photography and videography are critical for marketing your business. Research shows that webpages, articles, and emails with updated imagery of your business (compared to stock images) significantly improve the likelihood of a customer making a purchase or making a contact. Having beautiful, clear photos to display your services, goods, and brand helps build credibility and trust with your customers.

We hope this financial contribution will inspire you to work with a photographer or videographer to tell your business's story. In return, we simply ask that you share some of the photos or video clips with us, so we can utilize them to better market agriculture in the region as a whole.

Some ways we have used professional photography and videography in the past, and may utilize your photos or videos:

- In press outreach and published articles
- In our weekly emails
- On our website
- In print materials, like our local food guide, and brochures
- On social media, including paid advertisements

Some additional ways you can make the most of your professional imagery:

- Update your website and social media profiles
- Use them as the profile and header photos for your social media accounts
- Update your Adirondack Harvest profile
- Create business cards, posters, signage and other print materials
- Create and distribute advertisements

This program is temporary and is only offered for a limited time.

ADIRONDACK HARVEST PHOTOGRAPHY SESSION REIMBURSEMENT REQUEST FORM

The Adirondack Harvest program has set aside a limited amount of money to subsidize photography and videography sessions for our members with the following stipulations:

- The maximum allowable request is \$1,000 towards a photography or videography session designed to generate publicity photos/videos for your Adirondack Harvest business. If you submit a receipt for less than \$1,000, we will reimburse the actual session price.
- Limit one reimbursement per AH member for the duration of their membership.
- The request will be subject to approval by the Adirondack Harvest staff to ensure that all requirements have been met. Members must:
 - Share at least 20 photos or approximately 15 minutes of video from the session with Adirondack Harvest for use in our promotional materials
 - Give us permission to reprint and use the photos by signing below.
 - Use the photos to update your cover and profile photos on your Adirondack Harvest web page (If you have not already done so)
 - Attach a copy of the photo/video session receipt to this request.
- This is a “reimbursement fund”; the money will be paid *after* the photography or videography session. In addition, the Adirondack Harvest program reserves the right to withhold reimbursement for any or all of the following reasons:
 - Fewer than 20 photos or 15 mins of video footage shared
 - Member has not given us permission to use/reprint
 - Inadequate or no photo session receipt submitted
 - Photos are not high resolution and/or professional quality
 - Photos do not depict the actual business activity
 - Member has already received a prior reimbursement for photos
 - Adequate funds are no longer available. This offer is first come, first served until the funds are depleted.

Please fill out the information on the next page and submit with a copy of the receipt to:
Adirondack Harvest, 8487 U.S. Route 9, Lewis, NY 12950

Business name _____
Owner(s) name(s) _____
Address _____
Phone _____ Email _____
Name of photographer/videographer _____
Session date(s) _____ Total amount requested _____

Please include copies of relevant receipts with this form

Some local photographer/videographers:

Katie Kearney

ms.katiekearney@gmail.com

Most photos used by Adirondack Harvest are by Katie. She is our preferred photographer.

Lisa Godfrey

lisagodfrey@gmail.com

www.lisagodfreyphoto.com

Ben Stechschulte

<https://benstechschulte.com/>

Julia Rebecca Photography

<https://juliarebeccaphotography.com/>

Sam Cecil

meqosam@gmail.com

Bridget Shevlin

bridget@bridgetshevlin.com

[@bridget_shevlin](https://www.facebook.com/bridget_shevlin)

www.bridgetshevlin.com

ZVD Photography/Jen Zahorchak

zvdphotography@gmail.com

<https://www.facebook.com/zvdphotography/>

Kristy Mae Photography

<https://kristymaephotography.zenfolio.com/>

Ben Rowe Photography

browe002@gmail.com

tinyurl.com/benrowephoto

Greer Cicarelli Photography

<http://www.greercicarelliphoto.com/>

Kleigh O Photos

<https://www.kleighophotos.com/>

Semera Photography

<http://www.semeraraphotography.com/>

Jayna Andersen Photography

<https://www.jaynaandersenphotography.com>

Brendan Wiltse

wiltseb@gmail.com

<https://www.brendanwiltse.com/>

(Does drone photography and videography)

Sarah Hough Sauter

Info@redoakfoodcompany.com 215-459-1218

<https://www.facebook.com/SarahMabelPhotography/photos>

Pine Tree

Imagery

Paige Lamb

paigeannalamb@gmail.com

[facebook.com/pinetreeimagery](https://www.facebook.com/pinetreeimagery)
instagram: paige.lamb

Melissa Stacey

mspin4919@gmail.com

518-353-6026

(Franklin County)