



l'atelier

Preschool and Daycare Photography





What Makes Us Different?

If dated backdrops, steeply priced packages and roundabout customer service are all things you'd like to avoid this school year, I invite you to consider starting the school year off right with modern, custom children's portraiture with a local company.

L'Atelier Preschool Photography has wowed preschools with our hands-on customer service approach. Each Preschool Director receives a direct number to reach KiddiClick's owner, Kelly, at any time, so there's no more calling a hotline to reach your photo company. Other benefits of using an independent photography company are: Discounted pricing, Faster turn around times and a Higher quality of product.

Additionally, L'Atelier can provide staff photos, graduation cap & gown photos and sibling photos. We're your one stop shop for all things Picture Day!





About L'Atelier

There will be so many memories made this year at your preschool, and I am so excited that you are considering L'Atelier Preschool Photography to help you make some of those memories last a lifetime!

L'Atelier strives to offer the BEST AND MOST SOUGHT AFTER preschool portrait experience in the area and we don't take that lightly! We want you to know a little bit about us and who we are, here at L'Atelier Preschool Photography!

Kelly Thompson, owner of L'Atelier, began her photography career in 2016, photographing weddings and families! Certain that she was meant to specialize in newborn and maternity photography, imagine her surprise when she found her true calling in preschool portraiture! Thus, L'Atelier Preschool Photography was born. Just in time to bring you an amazing Picture Day experience unlike any other.

Preschool photos are such a HUGE part of the memories made each semester and we want to make this experience amazing for your kiddos and their parents! We pride ourselves on our specialization in preschool portraits. By specializing, we can pour our hearts into your experience and make sure that it's the best one out there!

L'Atelier Preschool Photography is famous for our attention to detail and providing our programs with extraordinary images that can speak for themselves!

All sorts of milestones happen during the preschool years. From crawling, to first steps, to Pre-K graduation - we want to be there to capture it all!



The entire L'Atelier team is made up of professional photographers. We're not just button clickers - we're trained artists who are passionate about children's portraiture!



Want to know what else is cool about our team? We're parents and grandparents! We know all the popular tv shows and the cool songs for this age! We know how to make the kids laugh and can get authentic expressions! We care. We know parents get excited about school pictures, so we do our best on every single kid!





We Take Care of Everything!

L'Atelier is leading the preschool photography industry in making Picture Day easier than it's ever been before for preschool directors and staff!

We take care of everything from the initial contact with parents to the final delivery of products! First, parents receive our Picture Day Flyer with all of the information they need to know to set their child up for successful photos. On Picture Day, our photographers arrive at 30 minutes before we're scheduled to begin photographing children to set up backdrops and lighting to get the perfect shot!

After Picture Day wraps up, the online photo gallery will be sent out in 5-7 business days, either directly to the parents or to the director to forward out (depending on which delivery option you choose)! All proofing and ordering takes place through the online gallery, so no money, photos or packets go through the program's office. Parents can order digital images, which are delivered immediately via email or prints and novelty products, which are sent straight to the lab after ordering and sent USPS straight to the parent's home. Our parents love the online gallery because parents who order on the first day don't have to wait to receive their products until the last parent submits their order.

L'Atelier wants parents to love their child's images and we pride ourselves on delivering the finest in preschool products without confusing order forms or pushy in person sales - we let our work and your kiddos' smiles speak for themselves!



Pricing Model

PACKAGES ARE DESIGNED TO BE AFFORDABLE WHILE OFFERING A GREAT VARIETY TO MEET PARENTS' NEEDS

Below are a few of our package offerings and add ons:

4x6 - \$8

5x7 - \$10

8x10 - \$12

4 Wallets - \$12

Digital Images - Starting at \$25



Choose Your Own Benefits!

Let us know what benefits you're interested in for your school!
Choose one option from below - if you are interested in a benefit not listed below, just let us know!

Complementary Staff Photos

20% Discount Code for Teachers & Staff

10% donation to the school on net proceeds of sales. (Pricing for parents will be adjusted to account for the donation.)



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At L'Atelier, we are intentional of ensuring that each child at our school had a great picture! We will work with children that are shy or nervous and have a pretty good track record for getting a smile!

A Variety of Shots and Expressions is Our Goal!

Each child will receive 5+ images as a standard. Our shooting techniques combined with our ability to bring out authentic expression will result in the best Picture Day photos your program has ever had!





How To Book Your Picture Day in 5 Easy Steps!

1. Contact Kelly with a few dates that work for your school's calendar & any questions you may have.
2. Kelly will email your backdrop choices, your service agreement & confirm the date for your Picture Day!
3. Choose your backdrop and fill out the service agreement.
4. Kelly will email a flyer to distribute to the parents at your school to prepare them for Picture Day.
5. The director will send a .csv file to Kelly with each child's name, classroom and a parent email.
(This can be done about a week before your scheduled Picture Day.)

Here's a sample flyer!





Picture Day for (NAME OF SCHOOL)'s (FALL/SPRING) semester is Coming Soon!

(DAY OF WEEK) - (DATE)

L'Atelier Preschool Photography will be photographing each child individually and with siblings, if applicable!

Proofs will be available for viewing and ordering online by Monday, September 30th and the gallery will close at 11:59 pm on Thursday, October 10th.

An e-mail will be sent on the gallery's opening day containing simple directions to view and order pictures of your child!

Digital Orders will be sent via email immediately - the link stays active for 10 days, so be sure to use the download link right away! Prints will be delivered via USPS straight to your home within 5-7 business days.

Here is the preview of your school's (FALL/SPRING) Picture Day background:



Packages start at:
Print Packages \$21
Digital Image - \$25

Need help dressing your child? Here is L'Atelier's suggested attire:

Do's:

Denim & Khaki
Bright or Pastel colors
Simple patterns
Coordinating shoes

A polished, yet casual outfit that capture's your little one's style

Don'ts:

Stained clothing
Shirts with big logos or text across the front
Neon colors
Busy patterns

A formal, uncharacteristic outfit that makes your little one uncomfortable



Q: Can our parents see the backdrop before Picture Day?

A: About a month before Picture Day, the preschool director will choose the program's backdrop and will be sent a flyer from L'Atelier to post on social media or to email/print out so that parents can view their choice and plan their child's outfit accordingly.

Q: What should the children wear?

A: Simple patterns or solid colored clothing is best. The best advice is to keep the outfit simple and avoid distracting designs, such as t-shirts with large pictures or logos.

Q: Do parents have to Pre-Pay for a Package?

A: No. All orders are placed after they see the photos via the online gallery.

Q: When will the gallery be ready to viewing and ordering?

A: The gallery will be available for viewing and ordering approximately 5-7 days after Picture Day.

Q: Do the parents get more than one picture to choose from?

A: Yes, usually parents get 5-15 images to select from. Keep in mind that some children are more camera shy than others, so this is an average, not a guarantee.

Q: How do the parents order & receive their photos?

A: The ordering gallery will be delivered via email - from there, parents can select their favorite image(s) and order prints and/or digital images. Prints and novelty items will be mailed directly to the parent's home (digitals are sent immediately via email).

Q: How much do the photos cost?

A: Packages start at \$21 and digital images (with personal print release) start at \$25.

Q: How do the parents pay for their photos?

A: At check-out parents have the option to pay online with a credit or debit card. All payment is taken care of in the ordering gallery - no payments pass through the school office.

Q: Can parents send the gallery to family and friends to see the photos? Can they place orders too?

A: Yes, they can! Simply send them the link to the web site and they can order straight from there! Their orders will be delivered directly to their home.

Q: What does the Expiration Date on the gallery mean?

A: Your gallery's expiration date is the last day that parents can place an order. Galleries close 10-15 days after the initial gallery email is sent out.

Q: What about siblings? Can they be photographed even if they don't go to the school?

A: We love to photograph siblings together! Please ask parents to arrive 15 minutes early if they would like photos made of their child with siblings that do not go to the preschool program.



WE WOULD LOVE TO CHAT MORE!

Your parents will thank you!



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