

## Action E – Pictures at Cross Country Finals

Issue – A gentleman from Antioch wants to take pictures of the athletes finishing the race and sell them on the internet to parents.

Background Information – Todd Flourney, Marketing Director at the State Office, says that this does not violate or Max Prep contract, as long as the Section Office staff is not handing out the information. All the sports guidelines say vendors are charged \$100 plus 10% of the profit. Scott Fairley, Meet Director, believes that the gentleman will not come if he is required to pay this fee, since he will not be able to make any money after traveling the distance up here. Scott believes that this is a service to parents and we should allow him to take and sell the pictures without a charge.

Discussion – If we allow this gentleman to take and sell pictures at our event without a fee, where is the line? Is the 10% negotiable? Is this different than people broadcasting games?

Recommendation – If individuals are going to sell our product, they should have a fee to access our events.