

## ABOUT BRANCES

As the world's largest paddle manufacturer of quality canoe, kayak, and stand up paddles, Branches LLC (Bending Branches and Aqua Bound) remains a small, privately held business in Northwestern Wisconsin. We rely on paddling enthusiasts and professionals alike to help showcase and inspire others of the adventure and joy paddling can bring.

We seek to build partnerships with people who share our same core values:

### ELEVATE THE EXPERIENCE

*Create products that improve the paddling experience*

### MASTER OUR MACHINE

*Develop and maintain efficiency with accuracy and agility*

### PERSONIFY MIDWEST INTEGRITY

*Deliver personal service, respect others and value honesty*

### LEAN FORWARD

*Embrace new ideas, think creatively and methodically and continually seek improvement*

# Photographer and Videographer Vendor Search

## DETAILS

Branches seeks to grow the pool of talented photographers and videographers we work with (enthusiasts to professionals) who specialize in paddling photography and/or videography.

This application is not for a specific job, shoot, or project. By sharing information, you help us know who to best contact in different locations for future projects--informal or formal.

## TYPES OF UPCOMING NEEDS

*You may specialize in one or dabble in many:*

### **Lifestyle Photography**

Professionally shot and edited photos that capture the adventure, fun and scenic beauty while paddling

### **Lifestyle Video, Vertical Clips**

Color-corrected, informal, fun, real-life bitesize clips of paddling geared to share on social media platforms

### **Lifestyle Video, 16:9 Cinematic**

Utilize high-quality gear to create professional, inspirational, scenic content for storytelling through a complete and edited video

### **Product Photography**

High-quality, professional photos taken in-studio and outdoors that highlight product details

## REQUIREMENTS

- Commitment to helping increase representation in the paddlesports industry to support a more diverse, equitable, and inclusive outdoor industry. We prioritize working with photographers and videographers who will feature paddlers of differing abilities, races, ethnicities, ages, and gender identities to help make paddlesports a more inclusive, welcoming sport.
- Demonstrated ability to shoot from a moving canoe or kayak
- Knowledge of correct paddling form so models/paddlers use correct form
- Skills to edit and color-correct images/footage for cohesive, ready-to-use albums
- Clear communication, attention to detail and commitment to deadlines
- Personal affinity for or participation in outdoor sports activities

*Questions? We welcome emails at [LuanneK@bendingbranches.com](mailto:LuanneK@bendingbranches.com)*