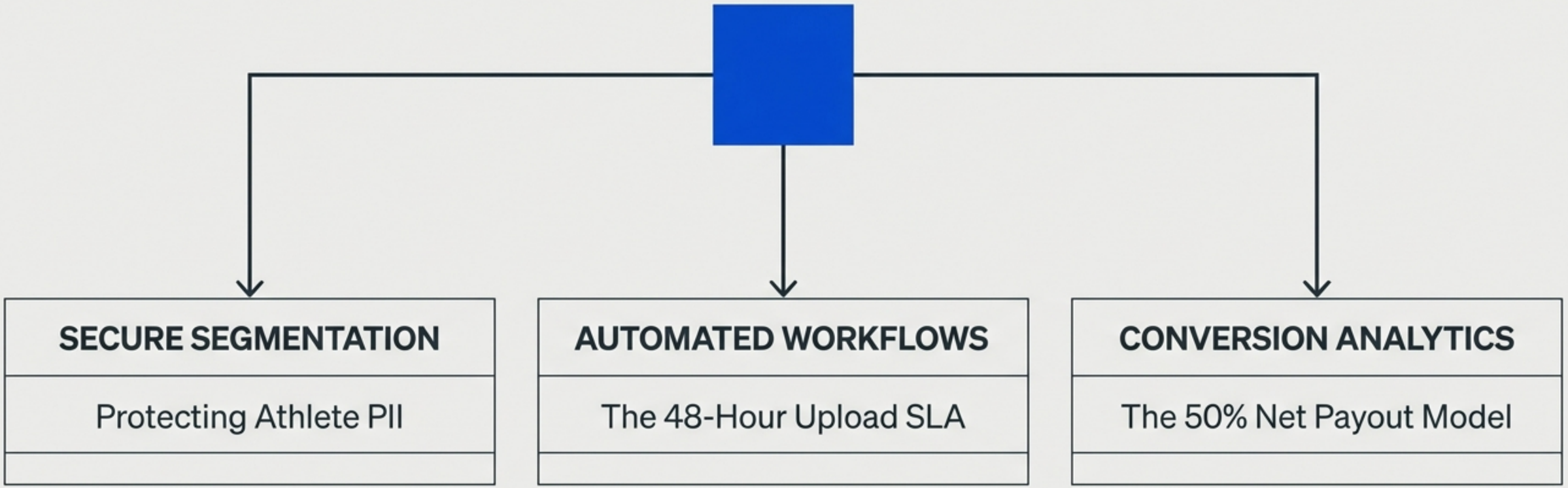
THE SECURE REVENUE ENGINE

Module 14: CRM, Communications, Campaigns & Analytics

Role Owners: Commerce Specialists & Asset Operators

Transitioning field captures into a compliant, automated, and predictable revenue system.

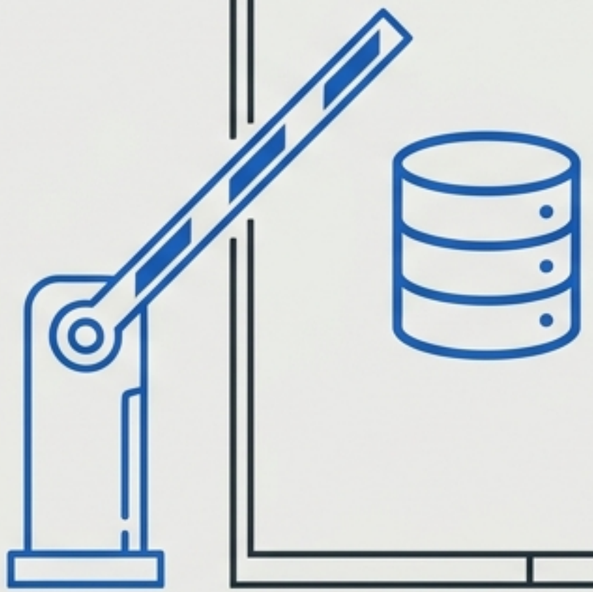


Gemini Notebook

THE GATEKEEPER: CONTRACT-FIRST AUTHORITY

ROLE OWNER: MUNICIPAL PARTNERSHIP SPECIALIST

THE ABSOLUTE RULE:
NO CRM ACTIVITY, MARKETING, OR PHOTOGRAPHY BEGINS WITHOUT WRITTEN MUNICIPALITY/LEAGUE AUTHORIZATION AND EXPLICIT GUARDIAN CONSENT.



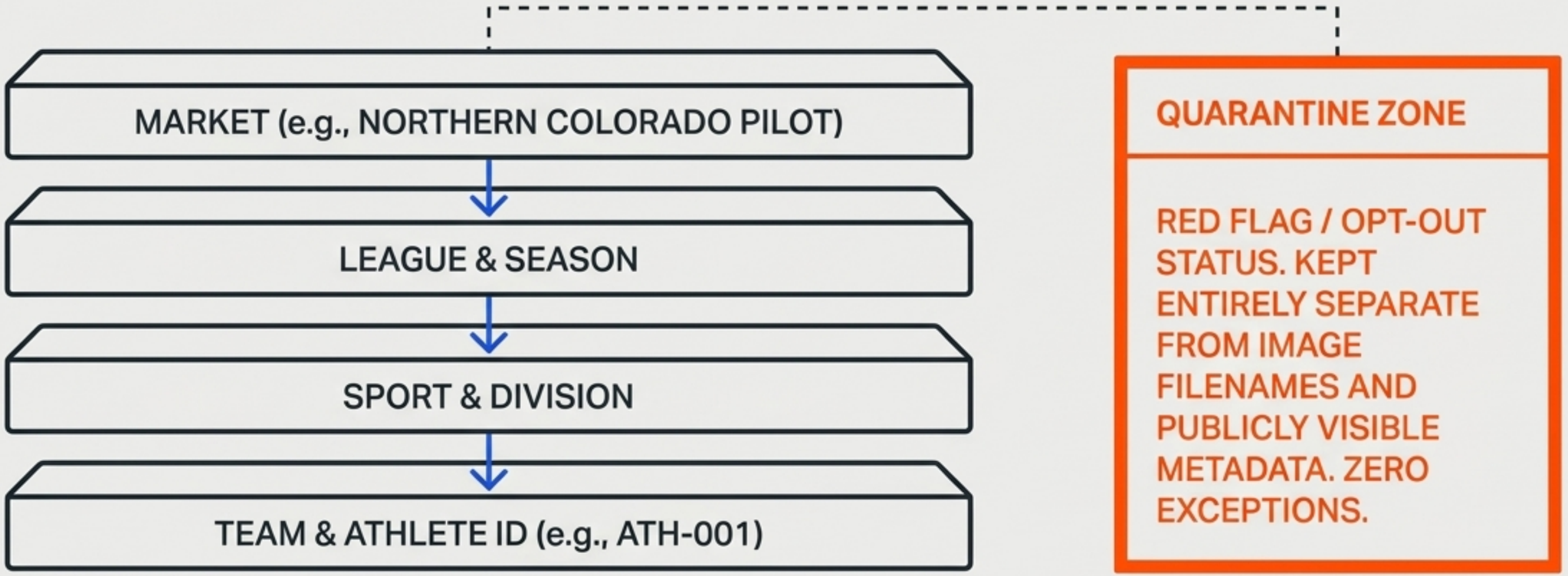
- **VENUE AUTHORIZATION:** EXCLUSIVITY IS NEGOTIATED, NEVER ASSUMED UNTIL EXECUTED.
- **GUARDIAN CONSENT:** WRITTEN PERMISSION OR DOCUMENTED LEAGUE AUTHORIZATION COMPLETED PRIOR TO CAPTURE.
- **OPT-OUT ENFORCEMENT:** VERIFIED LIST OF RESTRICTED IDENTIFICATIONS ESTABLISHED BEFORE THE SHOOT.

WARNING: NEVER DEPLOY TO A LEAGUE OR CHILD PHOTO DAY UNTIL VENUE AUTHORIZATION AND GUARDIAN CONSENT ARE VERIFIED. A LEAGUE CONTRACT IS NOT INDIVIDUAL PARENTAL CONSENT.

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CRM CONTACT SEGMENTATION ECOSYSTEM

ROLE OWNER: DIGITAL ASSET OPERATOR



DATA HYGIENE RULE: MAINTAIN STRICTLY SEPARATE RECORDS FOR PARENTAL CONTACT INFORMATION AND CHILD PII. NO PUBLIC CHILD PII IS EVER EXPOSED IN THE CRM TAGS.

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THE 48-HOUR UPLOAD SLA TRIGGER

ROLE OWNER: DIGITAL ASSET AND GALLERY OPERATOR



THE TRIGGER: Meeting the 48-hour upload target automatically fires the CRM parent notification campaigns. Delays throttle revenue.

⚠ **QA GATE:** Never publish an unverified athlete match. Wrong attribution blocks publish.

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LEAGUE COMMUNICATIONS FRAMEWORK

ROLE OWNERS: MUNICIPAL PARTNERSHIP SPECIALIST / COMMERCE SPECIALIST

What Sports Media Provides

- Marketing kits and digital/print program overviews.
- Locked, consecutive appointment blocks by team.
- Tested, private parent portal with approved package catalogs.
- Customer support processes for delivery, errors, and refunds.

What Leagues Send (Distribution)

- Date, venue map, exact team arrival times.
- Uniform requirements, ball/prop instructions.
- The Critical Handoff: Leagues manage the parental permission process and distribute the final gallery purchase links.

⚠ **Compliance Rule:** Sports Media relies on consent-led emails only. No direct family marketing without prior authorization. No personal public gal

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AUTOMATED PARENT COMMUNICATION JOURNEY

ROLE OWNER: COMMERCE AND CUSTOMER SUPPORT SPECIALIST

STEP 1: CONSENT GATE

Logic:
If No -> Quarantine.
If Yes -> Proceed.

STEP 2: TEASER NOTICE

Pre-event awareness and schedule confirmation.

STEP 3: GALLERY LIVE

The 48-Hour Trigger.
Private access links delivered.

STEP 4: ABANDONED CART

Automated follow-up for verified leads.

STEP 5: FINAL NOTICE

Last-chance deadlines and archival alerts.

STEP 6: SUPPORT

Routing for downloads, print, and refunds.

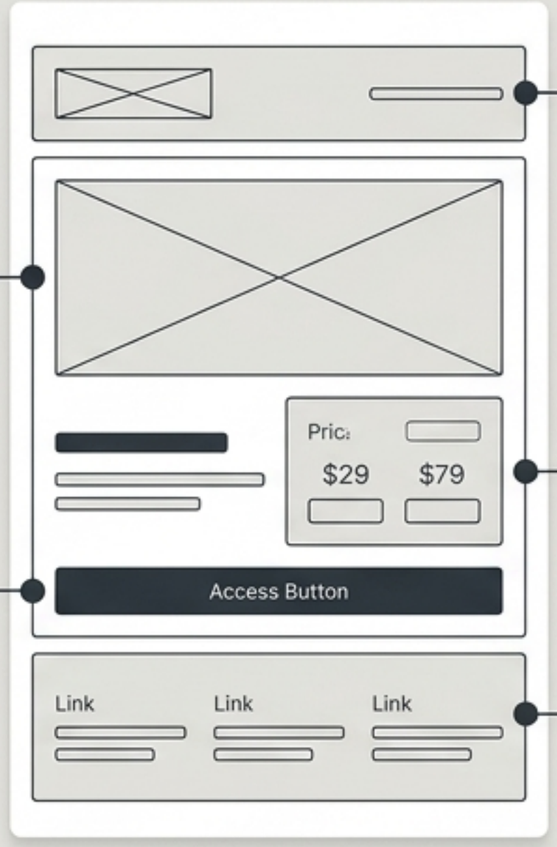
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PROMOTIONAL CAMPAIGNS & PRIVACY DESIGN

ROLE OWNERS: COMMERCE SPECIALIST / DIGITAL ASSET OPERATOR

Watermarked Previews: Images restricted and watermarked per policy prior to purchase.

Secure Login Links: Least-privilege access tested. Guardians cannot browse another child's private images.



Consent-Led Only: Emails only sent to verified guardian contacts extracted from authorized rosters.

Approved Catalogs: Pricing validated against historical $29/$49/$79 examples. Discounts properly allocated.

Clear Opt-Out: Respect opt-outs and deletion enforcement immediately.

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CONVERSION ANALYTICS & THE ATTRIBUTION FUNNEL

ROLE OWNER: MARKET CAPTAIN

LEVEL 1: MARKET DATABASE -> CITY, STATE, PUBLIC CONTACTS

LEVEL 2: VERIFIED LEADS -> MEETING RATE, CONTRACT RATE

LEVEL 3: EVENT COVERAGE -> TEAMS SCHEDULED VS. ACTUAL COVERAGE

LEVEL 4: GALLERY TRAFFIC -> CONSENTED CONTACTS ACCESSING PLATFORM (48H SLA IMPACT)

LEVEL 5: CHECKOUT CONVERSION -> GROSS MARGIN, RETURNS, REFUNDS

LEVEL 6: CITY ROI
-> FINAL CALCULATION OF VIABILITY FOR RENEWALS

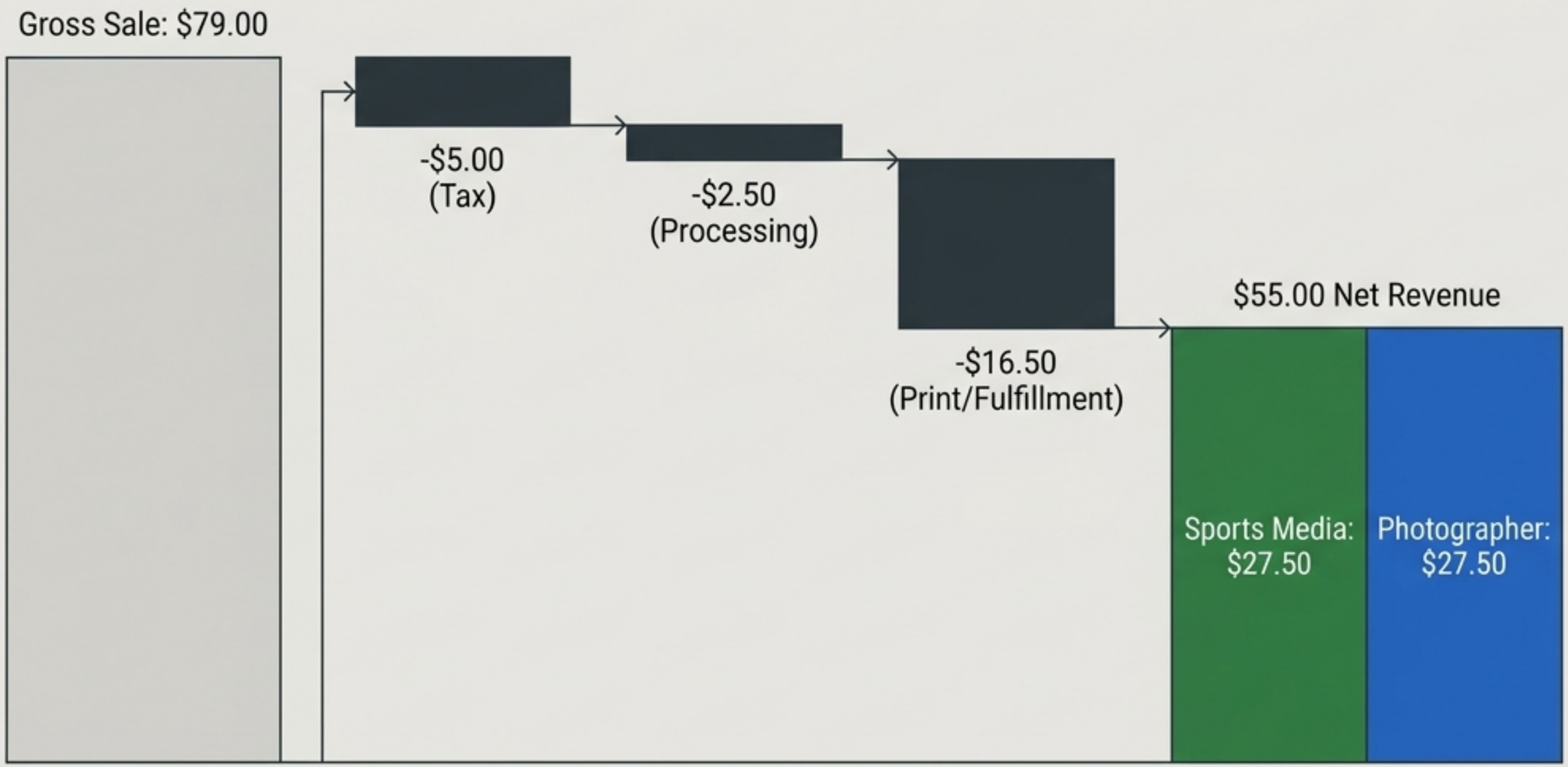
ANALYTICS HYGIENE IS MANDATORY. ENSURE EVERY ORDER MAPS PERFECTLY BACK TO THE GALLERY, ASSIGNMENT ID, AND SOURCE PHOTOGRAPHER.

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THE 50% NET REVENUE PAYOUT MODEL

ROLE OWNERS: MARKET CAPTAIN / FINANCE

Baseline Rule: Photographer payout = 50% of Net Revenue (Not Gross).



Historical Correction: Older manuals citing 10% gross commissions are explicitly superseded by this 50% Net Revenue model.

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ROLE OWNEERSHIP & ACCOUNTABILITY MATRIX

ROLE OWNERS: ALL MARKET LAUNCH OPERATORS

DIGITAL ASSET & GALLERY OPERATOR

Owns ingest, backup, and athlete identification.

Owns tag QA and preventing wrong-athlete exposure.

Enforces the 48-hour upload SLA and private publication.

COMMERCE & SUPPORT SPECIALIST

Owns package catalog setup and checkout QA.

Manages print vendor handoffs.

Executes parent support, refund ticketing, and margin tracking.

MARKET CAPTAIN / TRAINER

Owns readiness stage gates and local deployment.

Monitors launch scorecards and ROI metrics.

Prepares national duplication and seasonal renewals.

FIELD PHOTOGRAPHER

Owns safe, consent-aware setups and on-site retakes.

Captures consistent team/individual coverage.

Responsible for initial capture QA before 48-hour clock.

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SYSTEM GOVERNANCE & ESCALATION ROUTES

ROLE OWNERS: MARKET CAPTAIN / LEGAL

IF: Unauthorized/unconsented child image detected in gallery.	**THEN:** Stop Publish. Suspend affected capture. Notify Operations/Legal immediately.
IF: Facial AI matching makes a wrong-player association.	**THEN:** Block Publish. Manually correct tags; facial recognition is never the sole authority.
IF: The 48-hour upload SLA is missed.	**THEN:** Log Delay Exception. Escalate to Market Captain; identify bottleneck.
IF: A parent files a refund or commission dispute.	**THEN:** Route to Commerce Specialist. Do not alter financial records directly.

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CAPSTONE: CALCULATING CITY ROI & READINESS

ADVANCING TO MODULE 15

- 100% Verified Mapping (Zero unauthorized images)
- High Gallery Conversion Rate



- 48-Hour Upload SLA Maintained
- League Satisfaction Confirmed

The supervised pilot validates the system. When CRM data is clean, privacy is uncompromised, and 50% net revenue is flowing accurately, the market is certified for expansion.

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