

**\*\*Parents and Coaches - Please forward this on to the rest of your team. Thanks!\*\***

Dear HWSA Parents, Coaches, and Team Reps,

Greetings! We hope you're excited about the upcoming HWSA Tournament. As in years past, Defining Moment will be covering the HWSA Tournament in Auburndale this year. We will be providing action photo, team photo, and HD video services. Many of you are familiar with our work, but if not, please take a moment and [view photos from 2010](#).

[View Info About This Year's HWSA Tournament Photography](#) // [View All 2010 Photo Galleries](#)

**Summary** - we will be offering better coverage and services this year, but in order to better serve our customers, we will not be selling photos at a photo booth during the tournament. Instead we will allocate specific staff and resources to teams that book us in advance for services by March 31, 2011. This will help keep your costs down and us to provide you with a higher level of service.

Read on for more info....

**Unlike previous years**, we will not be setting up a retail booth at the tournament. We will be flying photographers and staff in to cover specific teams and games based on game bookings made in advance. While we love covering the tournament each year, this decision was critical to **reducing our overall costs** (keeping your costs down) and making sure that our staff and resources are free to be dedicated to **providing the highest level of service and quality products in a timely manner**.

**What this means to you**

- All of our products and services will be available. We simply won't have equipment and staff dedicated to "selling" during the tournament. Further, we are excited about some adjustments we have made as company to make this years coverage the best ever.
- Teams that book in advance will receive lower prices and better, more dedicated coverage
- Booking of services will need to happen primarily by March 31
- Teams that don't book in advance likely will not be covered except/unless they are playing a team that has booked us.

Note: This is not to say that we would refuse to cover any team on short notice if we had the opportunity and there was no schedule conflict. We are simply letting you know that for the most part, there will be enough staff on hand to cover the teams that book us in advance, and as a practical matter, there will not be much additional time available.

**The Deadline for booking photo services in advance is March 31.**

If you are interested in booking services, call 405.830.6674 or [complete this form online](#).