



CAPTURES

Community Access to Photography Through Unified Representation & Equity Society

YOUR BRAND. THEIR MOMENT. OUR COMMUNITIES.

A new kind of community sponsorship.

CAPTURES is a registered BC nonprofit society, providing free professional sports photography to youth organizations across the Greater Victoria area.

We don't put your logo on a website nobody visits - we put your brand on professional, quality photographs - distributed across the social feeds of teams, parents, organizations and community pages, reaching thousands of people across the region.

Every dollar you contribute goes directly to us being on a field, capturing the moments that matter for youth in sport.

10,000-20,000+

Potential post reach across multiple Socials & Facebook group members

4 Years

of self-funded community service

100,000+

images archived since 2022

WHY CAPTURES EXISTS

The problem we're solving, and why it matters to our communities

"Every kid deserves a photograph that proves they were there. That they competed. That the effort was all worth it, and the moment was worth remembering."

Robb McCaghren, Founding Director and Photographer, CAPTURES

The Gap Nobody Fills

Professional sports photography is expensive. For elite programs, it's baked into the budget. For community youth sports -- house league soccer, community football, recreational rugby -- big budgets for images simply don't exist.

Parents take blurry cell phone video. Coaches post grainy iPhone shots. Many kids grow up without a single high quality professional image proving they played.

That's the void CAPTURES was built to fill.

Four years ago, Robb McCaghren, a professional photographer with more than 20 years of experience, started showing up. No contract. No payment. Just a camera and a belief that every kid deserved the same quality coverage as the pros.

What We've Done

More than 100,000 images archived since 2022, spanning baseball, football, rugby, lacrosse, soccer, and volleyball, from Comox to Sidney and across Greater Victoria.

Organizations served include the Westshore Warriors, Saanich Wolverines, Spectrum Thunder, Sooke Celtic FC, Sooke United, VI Wave, and many more.

In 2026, CAPTURES was formally incorporated as a BC nonprofit society, with the goal of creating a funded, sustainable structure around four years of existing community service.

This isn't a startup.

This is an organization that's been doing the work, but now needs financial support to continue doing the work. At this scale, it is no longer sustainable as a self-funded service.

CAPTURES IS A REGISTERED BC SOCIETY - INCORPORATION NO. 00084974

All contributions are recorded as society income. Charitable registration in progress.

info@capture-society.ca • the610photographer.com

HOW YOUR SPONSORSHIP WORKS

Your contribution is tied directly to the coverage of events, not vague awareness. Here's exactly what happens when you sponsor CAPTURES:

01

You Contribute

Your sponsorship funds one or more community sporting events. Every dollar goes directly to getting a photographer on the field for a real team.

02

We Show Up and Shoot

CAPTURES deploys to a game and captures 300 to 500 images, covering in-game action, crowd shots, bench moments, and fan energy. The full unedited gallery goes to the team, the athletes, and the families at no cost. From that gallery, 30 to 50 standout images are selected and edited by the photographer. Those edited images carry your logo as the sponsor who made coverage possible.

03

It Gets Shared

The edited images are posted across the CAPTURES network, the team's social media, and community pages across Vancouver Island and the Greater Victoria area. Every repost credits your business by name and carries your logo. Sponsor reach expands with every share, tag, and repost.

YOUR POTENTIAL REACH PER SPONSORED GAME

960

CAPTURES Founder IG followers -
(athletes, coaches, teams, orgs.)

1,350

The 6'10" Photographer
Facebook followers

10,000 - 20,000+

Potential post reach across
multiple Socials & Facebook
group members

+

Team feeds, parent shares,
community reposts

SPONSORSHIP TIERS

Choose the level of community investment that works for your business

TIER 1

\$300

1 coverage event

Game Day Supporter

"You made this game possible."

- Your logo on 30 to 50 edited professional images from that game
- Credit reads: "Coverage made possible by [Your Business]"
- Images shared across CAPTURES network, team feeds, and community pages
- Potential reach: 10,000-20,000+ community members through social shares

TIER 2

\$600

Up to 2 coverage events

Season Supporter

"You're in the game all season."

- Everything in Tier 1, across both events
- Two separate social media distributions across all platforms
- Your business tagged and credited in every post
- A personal thank-you post from CAPTURES acknowledging your support

TIER 3

\$1,000

Up to 3 coverage events

Community Champion

"Three teams. Three communities. Your name on all of it."

- Everything in Tier 2
- Dedicated CAPTURES social media spotlight post featuring your business
- Your logo featured on the CAPTURES website for the full season
- Named in any local media coverage CAPTURES receives during the season

TIER 4

\$1,500

Up to 5 coverage events

Community Partner

"Five teams remember your name."

- Everything in Tier 3
- Named as Community Partner in all CAPTURES grant applications and reports
- Your logo in all CAPTURES digital materials and communications
- Where natural opportunities arise during covered events, your branding will be actively sought and incorporated into the edited image selection

TIER 5

\$2,500

Up to 8 coverage events

Founding Sponsor

"You helped build this."

- Everything in Tier 4
- "Proudly supported by [Business]" on the CAPTURES homepage, permanently
- Named as Founding Sponsor in all grant applications - permanently on record
- First right of annual renewal - your founding status is protected
- Invited to the CAPTURES AGM as a recognized community builder
- A complimentary 30 minute documentary photography session at your place of business: candid, professional coverage of your team and space, delivered as a gallery of edited images for your own use

READY TO INVEST IN YOUR COMMUNITY?

LET'S TALK.

Sponsorships are limited. Founding Sponsor status is available to just two businesses this season.

EMAIL info@capture-society.ca

WEB http://www.capture-society.ca

SOCIETY CAPTURES - Incorporation No. S0084974

This isn't a cold ask. CAPTURES has been serving the sport community for four years, entirely without funding or support. We're not asking you to take a chance on something new. We're asking you to help sustain something that already exists, and put your name on it.

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