

Sponsor Opportunities

The Save Your Photos initiative is a public service outreach campaign developed by APPO to teach individuals how they can preserve life's irreplaceable photos, videos, and documents, in case of an unforeseen accident or disaster.

Every year during September, photo organizers, companies, and photo retailers work together to raise awareness and educate people about the benefits of safeguarding their photos. We do this through online and in-person events and social media campaigns.



This year, participants may attend local events as well as our online Save Your Photos Summit. The 'Summit' is a collection of educational video tutorials covering a wide range of topics related to photo organizing and preserving family photo collections. The authors include dozens of professional photo organizers who are experts teachers and influencers. Course access will be promoted during the campaign and participants will have lifetime access to the material, if they sign up in September.

The Save Your Photos initiative is seeking companies who share our mission. By becoming a sponsor, you will be connecting with thousands of individuals who are interested in saving their treasured photo collection.

As a corporate sponsor, you will receive the **following benefits:**

- Sponsor acknowledgment and Logo placement on the Save Your Photos website
- Sponsor acknowledgment and Logo in all emails beginning August 1, 2018
- Sponsor acknowledgment and logo placement on social media campaign including Facebook, Twitter, and Instagram
- Logos will link back to your website
- Logo placement during the Save Your Photos Summit.

Investment: \$500

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Our History

Catastrophic tornadoes destroyed most of Joplin, Mo, in 2012; then, in 2013, Hurricane Sandy devastated the east coast and over 75,000 people were evacuated from Calgary, Alberta, during the worst flooding in their history.



Cathi Nelson, the founder of APPO, watched these stories unfold and her heart was broken - especially while watching the stories of families mourning the loss of their priceless family photo collections. At the same time, countless volunteers were finding ways to help, from donating small portable scanners to offering to clean, scan and restore photos.

In **2014** at the annual Photo Organizer conference, a panel discussion called Rescuing Photos During a Natural Disaster was held. Four experts who volunteered during disasters share their experiences with an audience of photo organizers.

Our panel experts included:

Gordan Nutall, owner of **FlipPal** - provided portable scanners to Hurricane Sandy victims
Thad Beeler of **National Disaster Photo Rescue** - participated in a volunteer effort to reunite families with photos after Joplin Mo. tornadoes
Kathy Stone and **Cindy Browning**, Professional Photo Organizers - volunteered to clean and scan water damaged photos in Calgary
Cathi Nelson - Founder of **APPO**, whose mission is to help families preserve their visual heritage

At the conclusion of the panel discussion, many asked, "What can we do to help in the future?" The result was the first International **Save Your Photos Day**, and it was held on **September 27th, 2014**.

Photo Organizers around the world set a goal to hold local community and online events whose goal is to provide educational presentations and hands-on workshops that offer education and tools for collecting, organizing, and safeguarding photos, documents, videos, and other memorabilia for current enjoyment and for generations that follow, and to be prepared in case of an unexpected loss from large and small accidents, fire, wind, and water.

Since **2014** hundreds of events, both large and small, have been held; countless families have learned the importance of preserving their family photos. This year we are adding a photo organizing summit.

Our History: A Timeline

