



THE LUCIE FOUNDATION'S MISSION IS TO PROMOTE THE APPRECIATION AND UNDERSTANDING OF PHOTOGRAPHY. IN THAT VEIN, WE ARE PROUD TO SHARE THE COURAGEOUS STORIES BEHIND THE THOUGHT-PROVOKING IMAGES IN OUR WORLD

LUCIE TALKS presents

The *Story* BEHIND the *IMAGE*

OVERVIEW:

A Story Behind the Image, is a live video series from the Lucie Foundation promoting and sharing stories from Lucie Masters on the impact of particular images on society at large. We have featured photographer John Moore, whose image of the “crying girl on the border” humanized the face of immigration on our borders and photographer Stephanie Sinclair whose work has culminated into the “Too Young to Wed” series and nonprofit organization of the same name whose official mission is to empower girls’ rights and end child marriage globally. By sharing their stories the audience is able to recognize how images impact social change and our world.

ORGANIZATIONAL BACKGROUND:

The Story Behind The Image is a part to the Lucie Foundation, established in 2004, whose three-tiered mission is to honor master photographers, discover and cultivate emerging talent and promote the appreciation of photography worldwide (luciefoundation.org). The signature program of the Lucie Foundation is the Lucie Awards, established in 2003. The Lucie Awards is an annual gala ceremony, that celebrates master photographers and their contributions to the field of photography. Since its inception over 160 masters of photography have been awarded including Henri Cartier Bresson, Mary Ellen Mark, Steve McCurry, Annie Leibovitz, Gordon Parks, Sebastiao Salgado, Lillian Bassman, Lord Snowdon, Dawood Bey, Tsuneko Sasamoto and Peter Magubane. Honorees are determined each year by the Lucie Awards advisory board in the following areas: Lifetime Achievement, Achievement in Fine Art, Achievement in Portraiture, Achievement in Fashion, Achievement in Photojournalism, Achievement in Documentary, Achievement in

Sport’s Photography, Humanitarian Award and the Impact Award which is given to a photographer whose work has made a substantial impact with the year (lucies.org).

The Lucie Foundation also supports the field of photography; giving emerging photography scholarships yearly, open call photography competitions, the Photo Book Prize, newsletters and membership.

PARTNER BENEFITS:

- Logo Recognition in all marketing, email and social media for the event reaching almost 300k
- Company mention in all press releases
- Logo embedded in the video which will be archived for future views.
- Opportunity to play a short ad or make an introduction video
- Opportunity to give away product with a raffle at the event

COST:

- \$5,000 per photographer video
- \$10,000 for a series / three photographer videos

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