



Affiliate Partnership

2026



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Dear Florida Guild Leaders,

Florida is home to one of the most active and dedicated photography communities in the country. For years, our local guilds have served as the foundation of professional development, providing the education and mentorship that help photographers succeed.

However, we recognize that for too long, many of our organizations have operated independently, often with limited visibility of what is happening across the state. While the FPP Affiliate Network has been in place, we know we haven't always provided the consistent communication or the level of support you deserve.

We are committed to fixing that.

Our goal is to move away from isolated groups and toward a unified, statewide movement. FPP's role is not to regulate or restructure your guild; you remain fully autonomous and independent in your governance and programming. Instead, we want to amplify the incredible work you are already doing by creating a structured communication framework that makes your events visible to photographers across all of Florida.

To bridge this gap, we are revitalizing the role of the Affiliate Delegate. This individual will serve as the primary link between your guild and the FPP, ensuring your voice is heard and your local opportunities are promoted statewide.

Within this packet, you will find the details on how we plan to increase your visibility and how we can better support your local mission. When we support one another, the entire Florida photography community benefits. I look forward to working alongside you to build a network that is truly connected, active, and welcoming.

With respect and a renewed commitment to your success,



Anthony Sassano, President
Florida Professional Photographers

Purpose of FPP Affiliates

Florida is home to numerous active and dedicated photography organizations. Each guild provides meaningful education, networking opportunities, leadership development, and mentorship within its region. However, in many cases, these organizations operate independently, with limited statewide visibility of one another's activities.

The FPP Affiliate Network exists to strengthen the connection between Florida Professional Photographers (FPP) and the local photography guilds (affiliates) that serve photographers throughout the state.

The purpose of this network is to create a structured and consistent communication framework that allows FPP and its affiliates to share information more effectively and build stronger statewide awareness.

Specifically, we aim to:

- Establish clear and consistent communication channels between FPP and local affiliates.
- Provide a centralized location where photographers can view meetings, speakers, and educational events happening throughout Florida within the FPP Affiliates network..
- Encourage collaboration and cross-attendance among affiliates.
- Strengthen the sense of statewide identity within Florida's professional photography community.
- Support increased attendance, stronger programming, and improved speaker recruitment at the local level.

FPP recognizes that local guilds are the foundation of professional development within the state. FPP's role is not to replace or regulate that structure, but to amplify it.

By improving visibility and communication, we create opportunities for photographers to engage beyond their immediate region, expand professional relationships, and participate more fully in Florida's photographic community as a whole.

The long-term vision is a connected statewide network in which local organizations remain strong and autonomous while benefiting from increased exposure, collaboration, and support.

What FPP Is Providing

FPP is committed to providing meaningful support to participating affiliates through increased visibility, communication structure, and statewide promotion

The FPP is designed to elevate the excellent work already being done at the local level by ensuring that meetings and educational opportunities are visible to photographers across Florida.

Participating affiliates will receive the following support:

1. Centralized Statewide Event Visibility

FPP will create and maintain a dedicated affiliates section on the FPP website.

This page will serve as a centralized resource for photographers seeking educational opportunities throughout the state.

Participating affiliates may submit:

- Monthly meeting dates and locations (or virtual access details).
- Speaker names and program topics
- One-day workshops, mini-seminars, or special educational events (that do not interfere with the annual FPP Events notably FOCUS, FL School, and Seminars).

This information will be organized in a consistent format to ensure clarity and professionalism. The purpose is to make it easy for photographers to see what is happening beyond their immediate region and encourage broader engagement.

FPP will not alter, edit, or regulate programming. The role of FPP is to publish submitted information accurately and professionally.

Affiliate delegates and/or Presidents can submit the above details on the FPP Website at: thefpp.org/affiliates

2. Expanded Communication Reach

When appropriate and submitted within designated timelines, FPP will include significant educational/meeting events from participating affiliates in the FPP monthly newsletters.

We will also have a dedicated Discord channel within the FPP Discord Server where affiliates can communicate directly with each other along with members of the FPP Board.

This expanded reach benefits local guilds by increasing attendance potential and enhancing speaker visibility.

What FPP Is Providing (cont'd)

3. Strengthened Statewide Identity

By creating a central hub for communication, we're turning scattered local groups into a unified statewide movement that's impossible for speakers and sponsors to ignore.

This benefits:

- Local affiliates seeking broader exposure
- Speakers evaluating whether to travel to Florida
- Photographers who want more access to education

A unified and visible statewide education network makes Florida a more attractive and dynamic photographic community.

What FPP Is Requesting From Guilds who would like to be an Affiliate

FPP recognizes that local guilds are operated by volunteers who already dedicate significant time and effort to serving their members. For that reason, the expectations for participation are intentionally limited and structured to minimize administrative burden.

Participating guilds will be asked to provide the following:

1. Affiliate Responsibilities:

- Yearly Submission of Affiliate Application Materials and Dues.
- The FPP Logo (Affiliate Version) is required on any Affiliate printed/electronic publications and on the Affiliate website.
- Include the FPP Affiliate Chair in all official Affiliate printed/electronic publications.
- Affiliate meetings and events must not conflict with any FPP event or activity.
- Affiliates may not hold a state-wide convention, tradeshow, print competition or school.

2. Designation of an Affiliate Delegate.

Each participating organization will designate one primary delegate , who is a current FPP Member, to serve as the communication contact between the guild and FPP.

- The delegate's responsibilities will include:
- Submitting monthly meeting details
- Submitting speaker names and program topics
- Submitting special one-day educational events
- Communicating schedule changes or updates
- Serving as the primary point of contact for FPP communications
- Attending FPP Affiliate meetings and called FPP Board Meetings.
- Bring issues or suggestions as made by their individual Affiliates to each meeting to be discussed with the FPP Board of Directors.

The Affiliate Delegate is requested to serve a minimum 2 year service and will be rewarded with FPP Service merits upon completion of each year of service.

What FPP Is Requesting From Guilds who would like to be an Affiliate (cont'd)

3. Timely Submission of Event Information

To maintain accuracy and professionalism on the FPP website, participating guilds agree to submit meeting and event information in a timely manner.

FPP will provide a standardized submission format to ensure consistency. This may include:

- Guild name
- Meeting date and location
- Speaker name and topic
- Event registration link (if applicable)
- Contact information

FPP will publish submitted information as provided, without altering programming or imposing content requirements.

4. Commitment to Collaborative Spirit

Participating guilds agree to support the overall goal of strengthening statewide collaboration.

This includes:

- Welcoming visiting photographers in accordance with the guild's existing guest policies
- Supporting respectful communication between organizations
- Encouraging cross-network engagement where appropriate

FPP does not override or replace individual guild policies, bylaws, or pricing structures. Each organization retains full autonomy over its governance and operations.

Benefits to Participating Guilds

Participation as a FPP Affiliate is designed to directly support the growth, visibility, and long-term sustainability of Florida's local photography organizations.

The FPP is structured to strengthen affiliates, not compete with them. Participating affiliates may experience the following benefits:

1. Increased Attendance and Engagement

By listing meetings and events on a centralized statewide platform, affiliates gain exposure beyond their immediate geographic region.

Photographers who travel for work, education, or personal reasons may choose to attend meetings outside their home area. New residents relocating within Florida may discover nearby affiliates more easily. Photographers seeking specific educational topics may travel to attend specialized programs.

Greater visibility can translate into increased attendance, stronger meetings, and higher overall engagement.

2. Stronger Speaker Recruitment

Speakers are more likely to travel to regions that demonstrate activity, attendance, and cross-network participation.

A connected statewide education network makes Florida a more attractive destination for higher-level speakers. When affiliates collaborate rather than operate in isolation, speakers see increased opportunity and value.

This can help local organizations elevate programming quality and diversify educational offerings.

3. Enhanced Sponsor Value

Sponsors and vendors prefer active, visible, and engaged markets.

When affiliate meetings and educational events are publicly visible through FPP, it demonstrates activity and organizational strength. This visibility can strengthen sponsor relationships and provide additional leverage when negotiating support.

Benefits to Participating Guilds (cont'd)

4. Expanded Networking Opportunities

When photographers attend affiliate meetings, relationships expand beyond regional boundaries.

This strengthens:

- Peer mentorship
- Business relationships
- Access to Educational Opportunities
- Competition participation
- Statewide event attendance

A stronger network of relationships across Florida benefits every local organization.

5. Increased Perceived Value of Participation

When guild members see that their organization is part of a larger, connected statewide community, it increases perceived value and pride in participation.

Rather than operating as isolated groups, affiliates become visible contributors to Florida's professional photography ecosystem.

This reinforces engagement and long-term organizational stability.

Affiliate Outstanding Service Award

This award exists to recognize the people who show up, do the work, and make their Affiliate better, often without being asked. Whether they're an FPP member or not, if someone has gone above and beyond for their Affiliate, this is how you honor that.

Who selects the recipient?

Each Affiliate handles their own selection process according to their own guidelines. There's no single required method, just make sure it's intentional and fair.

How it's announced:

The recipient is presented the award on stage at the FPP Banquet at the FOCUS Convention. It's a moment worth making meaningful, so plan accordingly.

The award itself:

FPP provides the award. To make sure everything is ready in time, please submit the **recipient's name** to the **FPP Affiliate Chairman** by the deadline provided. Don't wait on this one, late submissions create real problems for production and presentation.

Closing Statement

Florida's photography community is strongest when it is connected.

Our local affiliates are the foundation of professional growth throughout the state. By strengthening communication, increasing visibility, and encouraging collaboration, we create a statewide environment where education is accessible, relationships are stronger, and opportunities are expanded.

Our Affiliate network is built on mutual respect, autonomy, and shared purpose. It is not about restructuring or regulation. It is about recognizing that when our organizations support one another, the entire Florida photography community benefits.

Through collaboration, communication, and a commitment to professionalism, we can build a statewide network that feels unified, active, and welcoming.

FPP looks forward to working alongside each participating community network to strengthen professional photography throughout Florida.

The Florida Professional Photographers, Inc. exists solely for the good of its members. The association provides the tools and educational opportunities for its members to achieve their business and artistic goals. It is committed to an ongoing exchange of information and experiences among all members in an open and friendly atmosphere.



thefpp.org