

**Company:** Jasmine Norris Photography  
**Company Description:** Jasmine Norris Photography is an award winning and published wedding photographer based in Indiana. Jasmine is a photographer for the romantic and joyful couples who want their wedding day to be photographed authentically. She captures the love you have for each other, right now, in this moment, so not only you but future generations can enjoy your wedding day.  
**Nomination Category:** Company / Organization Categories  
**Nomination Sub Category:** Company of the Year - Media & Entertainment - Small  
**Nomination Title:** Jasmine Norris Photography



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

**Total 199 words used.**

Jasmine Norris is an **award winning and published wedding photographer** based in Indiana but she photographs weddings worldwide. For almost **two decades**, Jasmine has been providing wedding couples with romantic and joyful images that they will love and treasure for generations all while helping them have a stress-free wedding photography experience with her business Jasmine Norris Photography. Averaging around twenty-five wedding couples each year, she is able to consistently meet deadlines while providing an amazing client experience and accumulating five-star reviews from all of her couples.

A photographer for the romantic and joyful couples who want their wedding day to be authentic, Jasmine also understands how stressful planning a wedding can be and to alleviate that stress, she arms her couples with lots of help and guidance from family formals to wedding day timelines to posing and a lot more. Jasmine makes sure the experience is as fun and as stress-free as possible. Her client guides include a 60 page Wedding Photography Guide, 20 page Engagement Style Guide, Timeline Guide, and more.

Jasmine is also committed to helping other photographers succeed and speaks at several conferences throughout the year on topics such as getting published, sustainability, and contingency plans.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 250 words used.**

**TESTIMONIALS**

Some testimonials from past couples include:  
“Jasmine Norris Photography was an absolute dream to work with for our wedding. On the day of our wedding, Jasmine's attention to detail and ability to keep us on schedule was invaluable - she helped us stick to our timeline so we could truly be present and enjoy every moment. And the photos? Breathtaking.”  
“She made at least 3 timelines throughout the planning process that were beyond helpful in planning and organizing the wedding day and easing my anxiety. All of our images are absolutely GORGEOUS.”  
"Every shot beautifully reflected the love, joy, and happiness we felt on our wedding day. The composition and creativity in Jasmine’s work are breathtaking."

**FINANCIAL OUTLOOK**

59.06% Net Profit Margin in 2024 (up from 37.58% Net Profit Margin in 2023). Jasmine Norris Photography is aiming to reach 75% Net Profit Margin by 2026.

**CONTRIBUTIONS TO COMMUNITY**

Jasmine is committed to operating with as low of an environmental footprint as possible with Jasmine Norris Photography and **donates 5% of sales to environmental causes**. For the last seven years, she was able to **neutralize over 560,000 pounds of carbon emissions** by partnering with ClimeCo. and is on track to neutralize 80,000 pounds of carbon emissions in 2025. This puts Jasmine Norris Photography on track to continue being a carbon neutral company.

Jasmine focuses not just on environmental causes but also local causes within her community. She regularly donates and sponsors local non-profits.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 228 words used.**

Jasmine Norris Photography’s achievements stand out not only for providing couples with great photography but by also helping them alleviate stress from the wedding planning experience. Jasmine is also pushing for sustainability within the wedding industry and is leading the way by being a carbon neutral business and using her knowledge to help other wedding businesses reduce their carbon footprint and make the carbon heavy wedding industry more environmentally friendly.

Overall, **since 2023 she was awarded 33 different awards** which is a testament to her commitment to providing an excellent experience for her wedding couples. Some of the awards include:

- **Multiple Wins at IBA Stevie Awards 2024:** People’s Choice Award and Bronze in Company of the Year- Media & Entertainment
- **ABA Stevie Awards 2024-** Gold in Most Innovative Instagram Feed
- **Multiple Wins at IBA Stevie Awards 2023-** People’s Choice Award and Bronze in Company of the Year- Small Business
- **ABA Stevie Awards 2023-** Bronze in Achievement in Web Writing/Content
- **11 Time Winner of The Knot Best of Weddings-** and inducted into the Hall of Fame
- **10 Time Winner of WeddingWire’s Couple Choice Awards**
- **Best of Lafayette**
- **Best Wedding Photographer in Indianapolis-** Expertise
- **Most Client-Focused Wedding Photographer 2024-** NWR North American Business Awards
- **Best of Zola 2024**

Besides the numerous awards for her efforts, **her photography has also been prominently featured in over 450 print and online publications.**

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 41 words used.**

Jasmine Norris Photography Website: [www.jasminenorris.com](http://www.jasminenorris.com) Jasmine Norris Photography Wedding Wednesday Blog Series:

[www.jasminenorris.com/blog/tags/wedding-wednesday](http://www.jasminenorris.com/blog/tags/wedding-wednesday)

Jasmine Norris Photography Press: [www.jasminenorris.com/press](http://www.jasminenorris.com/press)

Jasmine Norris Photography 2024 Donations: <https://www.jasminenorris.com/single-post/2024-donations-jasmine-norris-photography-gives-back>

Jasmine Norris Photography Promo Video: <https://youtu.be/-guhHo2UsZk>

**Attachments/Videos/Links:**

[Jasmine Norris Photography](#)

[REDACTED FOR PUBLICATION]