GUIDE · ORGANIZERS

A guide for tournament organizers: every photo in one link

For tournament and race organizers: a branded page, photos sorted by tournament and match day, one upload link for your photographers and another for players.

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With Mirelia Pro you can gather all of your tournament's photos on one branded page, sorted by matchday or division, and share a single link so each player can find themselves with a selfie. Your photographers upload to that same place through a different link, so you don't have to collect Drive folders or forward files.

If you run a soccer tournament, a league, or a race, you've probably been there: the matchday ends and the group chat fills up with "can you send me the link to the photos?" Each photographer uploads somewhere different, links get lost between messages, and players have to scroll through hundreds of photos to find theirs.

This guide is for organizers who coordinate one or more photographers. You'll see how to set up your page, how to organize the tournament into folders, how to decide whether the photos are free or paid, and how to get the link to your players.

What you need before you start

- A Mirelia Pro account. You can start with the free trial with 20 photos (https://mirelia.net/registro).
- Your tournament or league logo and, if you have one, an image to use as a banner.
- The tournament's basic details: name, description, date, and location (the wizard requires all of them).
- A decision on whether the photos will be free for players or for sale.
- Your photographers' contact info so you can send them the upload link.
- The WhatsApp group for team reps or players, or a spot at the field where you can post a QR code.

Step by step

1. Sign up for Mirelia Pro

Go to mirelia.net/registro (https://mirelia.net/registro) and create your account. The free trial includes 20 photos, so you can see how uploading works and how a player searches before you pay.

Use Pro, not Express: Express has no branded website, no collaborators, and no bib number search, and for a tournament with several photographers those three things are what keep the work organized.

2. Build your page with the tournament's branding

In the side menu, go to "Diseño" (Design). That's where you build your microsite, the page that will hold all of your tournaments:

- In the "Sitio Web" (Website) tab, fill in "Nombre del Sitio" (Site name), "Título Principal" (Main title), and "Descripción" (Description). You can add the tournament's Instagram or Facebook accounts under "Redes Sociales" (Social media).
- Under "Apariencia" (Appearance), pick the "Color Principal" (Main color), for example the jersey color or the color of the league logo. Then tap "Subir logo" (Upload logo) under "Logo del Sitio" (Site logo) and upload the "Banner principal" (Main banner).

Do this before you share anything: a player who opens the link sees your name and your colors, not those of any individual photographer. If you want to go further (gallery order, FAQs, custom domain), it's all in the guide to setting up Mirelia Pro (https://mirelia.net/en/blog/guides/set-up-mirelia-pro-microsite-watermark-custom-domain.html).

3. Create one event per tournament

Go to "Mis Eventos" (My events) and tap "Crear Evento" (Create event). The "Crear nuevo evento" (Create new event) wizard has 5 steps:

1. "Información básica" (Basic information): event name (for example, "Apertura Tournament 2026"), description, date, and location.
2. "Portada y acceso" (Cover and access): the cover image and, if you want, a "Clave de acceso (opcional)" (Access code, optional). If you leave it blank, the event is public.
3. "Tipo de evento y dorsales" (Event type and bib numbers): choose the event type and set the "¿Usás dorsales?" (Do you use bib numbers?) switch.
4. "Precios" (Pricing): free or paid (covered in step 4 of this guide).
5. "Publicación" (Publishing): "Crear y publicar" (Create and publish) or "Crear borrador" (Create draft).

Create one event per tournament (or per season, if you'd rather have a single link for the whole year), with folders by matchday inside. That way players always open the same link and you don't have to send a new one every weekend.

> **Tip.** The bib number option can only be chosen when you create the event and can't be changed afterward. Think it through before you tap "Siguiente" (Next) in step 3.

4. Decide whether the photos are free or paid

In the "Precios" step, choose between "Fotos gratis" (Free photos) and "Fotos pagas" (Paid photos). You have three options:

- **All free:** choose "Fotos gratis" and every photo in the gallery shows a "Descargar" (Download) button.
- **Paid, with some free folders:** choose "Fotos pagas" and then, when you create a folder, turn on "Descarga gratuita de fotos" (Free photo download) for that folder only.
- **Paid, with automatic split:** in Argentina, with Mercado Pago and the Pro Medium or Pro Large plan, the "Dividir el pago entre fotógrafos automáticamente" (Split payment among photographers automatically) switch divides each sale between you and your photographers.

The split is also locked once the event is created, so if you're going to use it, turn it on at this point. The full setup (Mercado Pago credentials, organizer commission, fixed amounts) is in the guide to working as a team and splitting sales (https://mirelia.net/en/blog/guides/team-photography-split-photo-sales.html). If you'll get paid without a split, the guide to getting paid with Mercado Pago or bank transfer (https://mirelia.net/en/blog/guides/get-paid-for-photos-mercado-pago-or-bank-transfer.html) explains how to connect your account.

5. Set up folders by matchday, division, or field

Open the event details, find the "Carpetas" (Folders) section, and tap "Nueva Carpeta" (New folder). Fill in "Nombre de la carpeta" (Folder name) and, if you want, an "Imagen de portada" (Cover image). In a paid event, the "Descarga gratuita de fotos" switch also shows up here.

The name is up to you: each folder is called whatever you name it, so you can use matchdays, divisions or fields. Further down there's an example of how to organize a soccer tournament.

6. Send the upload link to your photographers

In the event, tap "Compartir carpeta con mi equipo" (Share folder with my team), then "Generar link" (Generate link) and "Copiar enlace para subir fotos" (Copy photo upload link). If you want a photographer to upload to one specific folder only, copy that folder's link: "Copiar enlace de" (Copy link for) followed by the folder name.

The photographer opens the link, sees the "Subir fotos" (Upload photos) card, and picks the folder. It works like a shared Drive folder, but the photos go straight into the gallery where players search for them. If someone stops working with you, "Anular link" (Revoke link) revokes it. Collaborators are unlimited on all Pro plans.

Ask them to fill in "Nombre del fotógrafo" (Photographer name) when they upload: the stats in step 9 are built from that field.

7. Publish and share the search link with your players

If you created the event as a draft, tap "Publicar" (Publish). Once the event is published, you have three options:

- "Copiar enlace" (Copy link), to paste it into the WhatsApp group or on the tournament's social media.
- "Abrir enlace" (Open link), to see the gallery the way a player sees it.
- "Generar QR para imprimir" (Generate printable QR), which opens the "QR para imprimir" (Printable QR) dialog with "Descargar" (as a PNG) and "Imprimir" (Print).

The link looks like yoursubdomain.mirelia.net/eventos/... and stays the same for the whole tournament. You can publish it before the photos are uploaded, so the link is already circulating while your photographers upload.

8. Pin up to 3 tournaments to your home page

In "Editar evento" (Edit event), open "3. Configuración adicional" (3. Additional settings) and turn on "Fijar en la página principal" (Pin to home page). You can pin up to 3 events.

This helps when you have several tournaments running at once (for example, the Apertura, a veterans' tournament, and a women's tournament): anyone who visits your page sees the active ones first, without digging through past ones.

9. Check how much each photographer uploaded and sold

In the event details, open "Lista de fotógrafos" (Photographer list). The "Fotógrafos del evento" (Event photographers) table shows "Fotos subidas" (Photos uploaded) and "Fotos vendidas" (Photos sold) for each one, plus "Monto cobrado" (Amount collected) if the event uses a split. That way you know how much each person contributed without asking anyone to send you a count.

How to organize a tournament's folders

There's no single right way. What matters is that a player understands each folder just by reading its name. This table is **an example** for a soccer tournament with several divisions; adapt it to how yours is set up.

Event	Folders (example)	When it works best
Apertura Tournament 2026	Matchday 1, Matchday 2, Matchday 3... Final	One division or just a few, and players remember the matchday they played
Apertura Tournament 2026	First Division, U-17, Veterans, Women's	Many divisions playing on the same day
2026 Season	Matchday 1 - Field 1, Matchday 1 - Field 2...	Several fields at the same time, with one photographer per field
Youth League 2026	Matchday 1 - U-10, Matchday 1 - U-12...	Age divisions, each with its own time slot

Two guidelines that help:

- **One folder per photographer's assignment.** If each photographer is on a different field, one folder per field lets you send each of them that folder's link, and nobody uploads to the wrong place.
- **Follow the schedule.** "Matchday 1" and "Matchday 2" speak for themselves; names like "Saturday" repeat every week and get confusing.

Tip. Players don't need to open folder after folder: with a selfie, they search the whole event. Folders are there to keep you and your photographers organized, and for anyone who wants to browse a full matchday.

If you organize races, the guide to selling race photos by bib number (https://mirelia.net/en/blog/guides/how-to-sell-race-photos-by-bib-number.html) goes into detail.

Free or paid photos: which option to choose

It depends on who pays the photographers and what you want to offer your players. Mirelia charges no commission per sale in any of these cases.

Option	How to set it up	When it makes sense
All free	Event with "Fotos gratis"	The tournament already pays the photographers and the photos are part of what the registration fee includes

Option	How to set it up	When it makes sense
Paid with free folders	Event with "Fotos pagas" and "Descarga gratuita de fotos" in some folders	You want to give away a special matchday (the final, the awards ceremony) and sell the rest
Paid with split	Paid event with "Dividir el pago entre fotógrafos automáticamente"	Photographers earn from what they sell and you keep a commission or whatever exceeds a fixed amount

Automatic split is only available in Argentina, with Mercado Pago, on Pro Medium or Pro Large. As of November 2026, Pro Small costs USD 40 or ARS 42,000 per month with 4,500 photos, and Pro Medium costs USD 80 or ARS 90,000 per month with 10,000 photos. Prices may change: check them at Mirelia plans and pricing (https://mirelia.net/planes).

> **Tip.** If you sell, the app reminds you that in Argentina the minimum price per photo is ARS 500, and you can create bundles, including a bundle with every photo the same person appears in.

When the photos are paid, the player chooses whether to receive them by WhatsApp or by email, and with Mercado Pago connected they arrive instantly, in high quality and without a watermark. You don't need your own WhatsApp number for this: Mirelia's bot handles delivery.

How players find their photos and how the link reaches them

The player opens the link on their phone, without signing up or downloading any app. They tap "Para buscar tu imagen click aquí" (Click here to find your photo) and choose how to search:

- **Selfie:** they take a selfie or upload up to 3 photos of themselves, and the gallery shows the photos they appear in.
- **Bib number:** they type their number and tap "Buscar" (Search). This tab only appears if you turned on "¿Usás dorsales?" when you created the event; otherwise, the second tab is "Título" (Title).

Bib number search depends on the number being readable. The app notes that it has to be a number or letters visible on the chest, and that it doesn't detect numbers that are partly covered, very blurry, or hard to see. If the number isn't visible from the front in your sport, selfie search is the one that will work. When someone searches by bib number, they still see the photos where they're recognized by their face, even if the number can't be read.

If a photo that isn't theirs shows up in the results, the player removes it with the trash-can button ("No es mía", Not me).

WhatsApp first

In Argentina, WhatsApp is the most direct channel for getting the link to everyone. According to DataReportal's Digital 2027: Argentina (https://datareportal.com/reports/digital-2027-argentina) report, it's the most used platform in the country: 93.5% of internet users aged 16 and over used it in the past month (GWI data from Q2 2026).

In practice:

- Pin the link in the team reps' group and ask them to forward it to their teams.
- Send it at the start of the tournament and remind everyone when a new matchday is uploaded: the link is always the same.
- Add it to the bio of the tournament's social media accounts.

The QR code at the field

With "Generar QR para imprimir" you download or print a QR code that goes straight to the gallery. Post it at the scorer's table, at check-in, or at the field entrance: players scan it and have the link on their phone.

Tip. If you have youth divisions, you can set an access code ("Clave de acceso") on the event so only people with the code can get in. Argentina's Civil and Commercial Code, in its Article 53 on the right to one's image (http://servicios.infoleg.gob.ar/infolegInternet/anexos/235000-239999/235975/norma.htm), requires consent to capture or reproduce a person's image, with some exceptions; if in doubt, consult a professional.

Frequently asked questions

Do I need to be a photographer to use Mirelia as an organizer?

No. You create the page and the events, and your photographers upload with the upload link. Collaborators are unlimited on all Pro plans.

Do players have to sign up or download an app?

No. They open the link on their phone, find themselves with a selfie (or with their bib number, if the event uses it), and download or buy their photos without creating an account.

Can I have free and paid photos in the same tournament?

Yes. Create the event with "Fotos pagas" and turn on "Descarga gratuita de fotos" in the folders you want to give away. Photos in those folders can be downloaded for free, and the rest are for sale.

Can I turn on bib number search after creating the event?

No. The "¿Usás dorsales?" option is chosen when you create the event and is locked after that. If you forgot, selfie search still works.

How do I make sure each photographer gets paid for what they sell?

Use automatic split: it's available in Argentina, with Mercado Pago, on Pro Medium and Pro Large, and you turn it on when you create the event. The steps are in the guide to working as a team (https://mirelia.net/en/blog/guides/team-photography-split-photo-sales.html).

Can I use Mirelia Express for a tournament?

Express works for a one-off event, but it has no branded website, no collaborators, and no bib number search. If you coordinate photographers, you need Pro.

Related video

The video Where do I find the tournament photos? (https://mirelia.net/en/blog/where-to-find-football-tournament-photos.html) shows the idea in about 20 seconds: photos organized by tournament and by matchday on a single website, where each player finds and downloads their own.

Sources

- Digital 2027: Argentina - DataReportal (https://datareportal.com/reports/digital-2027-argentina)
- Argentine Civil and Commercial Code, Art. 53 - InfoLEG (http://servicios.infoleg.gob.ar/infolegInternet/anexos/235000-239999/235975/norma.htm) (in Spanish)
- Mirelia plans and pricing (https://mirelia.net/planes) (in Spanish), accessed November 16, 2026