



## **Class of 2015/2016/2017 Spokesmodel Program**

All Spokesmodels will receive a free high fashion model photo session, including professional hairstyling and makeup application. This session must be completed by April 25, 2014. The photos from this session are for Vanja D Photography (aka VDP Seniors) use for advertisement and promotion and *no purchase is necessary* from this shoot. However, if wanted, purchases can be made at a discount of regular prices.

Spokesmodels will receive free personalized mobile portfolio phone app. The custom app has your model images and a special offer for your friends if they choose our studio for their senior portraits. Parents will also receive the app so they can show them off as well!

Spokesmodels will initially be given 4 images for use on Facebook, Instagram and in their mobile app, and may get more throughout the year. ***Spokesmodels must respect our copyright.*** Any misuse of our copyrighted images such as scanning, printing, editing, removing of our logo, or cropping out our name from the images will result in an immediate termination of your model status and forfeiture of all credits, incentives, and deposits. These images are to advertise our company and our senior portraits program - cropping out the logo or editing images defeats this purpose.

Spokesmodels will be rewarded for each referral they send to my company. A referral is a senior portrait client who books and pays for a session. A referral **MUST** mention a Spokesmodel specifically for it to count as a referral. I ask every client if anyone referred them...they must say you! One Spokesmodel referral per client. Payments to Spokesmodels will be made at the end of each month, based on the number of referrals they have for that month. Payment will be made by way of referral bonus gift, and/or VISA gift card. Referral bonuses will continue until Spokesmodel's class graduates. Spokesmodels may elect not to receive cash rewards and have the funds applied to the purchase of his or her senior portraits. If you chose this option you will receive 25% extra in credits toward your portrait purchase. Example: \$100 cash = \$125 studio credit.

Spokesmodels are not allowed to represent any other photography company until after they graduate. They are not allowed to model for other local photography companies or have senior portraits taken by any other company. (School-hired photographers and professional model work are the **ONLY** exceptions here.) This *does* include family or school friends who charge any amount of money for portraits (even if they're just practicing). Model also agrees to a non-compete, meaning model cannot offer to take senior portraits of their classmates or promote their

own portrait photography services. Doing so will result in model's termination from the program as well as loss of all credits, incentives and deposits.

If Spokesmodel is signing up as a Freshman or Sophomore, they will retain their Spokesmodel status into the next year. Points will begin again at the beginning of that year, so they have opportunities to earn the prizes available more than once. Transferring Spokesmodels will be able to receive the points and bonuses available in the next year, and those may change with each year.

**Spokesmodels must do their senior portraits session before October 31<sup>st</sup> of their senior year.** To join the program and get your free Spokesmodel shoot, non-refundable payment of entrance fee must be paid in full.

**100% of the money paid for Spokesmodels goes toward his/her senior portraits.**

### **SPOKESMODEL- \$100**

Spokesmodel shoot

Hair & makeup for Spokesmodel shoot

Image App

Facebook and Instagram images from Spokesmodel shoot

Promo video

Spokesmodel t-shirt

\$100 applied toward your senior portrait session

1<sup>st</sup> Referral receives a VDP Seniors Hoodie

2<sup>nd</sup> Referral receives a brag book with your images

3<sup>rd</sup> + Referral \$50 cash to Spokesmodel (or \$62.50 studio credit)

Free family portrait session

### **Earn Points - Earn Prizes!**

You can also earn points for doing fun tasks that help my company be seen more! Points will add up throughout the current month and the model with the most points gets a great prize. There may be 2<sup>nd</sup> or 3<sup>rd</sup> place prizes, depending on the current month. (Freshman/Sophomore points may change with the next Spokesmodel program update, if any is made. Likewise, Freshman/Sophomores will restart their points every year.)

The ways to earn points and the prizes may change over the course of the year. I will keep you informed if I add any new ways to earn or new prizes!

All activities are worth one point, with the exception of referring people to VDP Seniors.

Take a picture of yourself wearing your VDP Seniors tshirt, post it on Facebook or IG, and tag me in it. (Limit to once a week and it has to be taken out in public (school, mall, etc) and at different times...no reposting the same picture over and over!)

Do a Facebook Check-In while you're at the studio or on a shoot with me. Tag me!

Post one of my Facebook or IG promos on your wall and tag me. I do a lot of Facebook promos, either announcing specials or advertising in some way. I will let you guys know when I have a promo that you can use so you can save it and repost it to your own wall. (Limit to one time per week!)

Write a short review of your photo shoot(s) with me and post it on Facebook or IG (tag me!). This can be after ANY shoot you do with me, promos, model shoots, senior portraits, etc.

Record a video testimonial, rave, review, etc, about VDP Seniors (or any shoot you've done with me, etc) and post it on Facebook or IG and tag me. (Limit once a week!)

A list of 5 friends (including name, email, IG name, mailing address). One point for 5 names. Maximum of 10 points.

**5 points** - Any portrait referral....seniors, families, engagements, etc. Not available for mini session referrals.

50 points (at least 10 points must be from referrals): Free BFF Session (session with your friends!)

100 points (at least 20 points must be from referrals): \$200 VISA gift card

200 points (at least 30 points must be from referrals): \$500 VISA gift card

## VDP Senior Sessions

### **The Studio Experience \$100**

This option is for the senior who wants to do a quick but exciting session! You will get to shoot for one hour at the location of your choice.

### **The Senior Experience \$150**

This one gives you a little more time and variety of images. We will shoot for about 2 hours at the location of your choice. This allows us to show more of your style and personality!

### **The Celebrity Experience \$500**

This is the session that will make your friends SO JEALOUS! If you've always wanted to model and show your creative side in front of the camera, this session is for you! You'll get TWO DAYS of photo shoots, each lasting about 2 hours. The coolest part of this session is that it INCLUDES hair and makeup for both days, so you can have two totally different types of sessions! Do natural beauty and supermodel...or maybe do country girl and city diva! Whatever you can dream, that's what this session is about.

\*The two sessions can be in two consecutive days if you want...but they must at least be within 2 weeks of each other. A minimum purchase of \$1500 is required for this session.

## ***ADDITIONS***

### **The Rockstar Experience \$125**

This is your only chance to do your senior portraits...do it up right! The Rockstar addition gets you a hairstylist and a makeup artist to work with you before your session. We will do the styling at my studio, so you're really treated like a Rockstar! Forget going to the mall to get dolled up...do it in style! My stylists will base their looks off your suggestions, the clothing you bring, and your personality.. Can be added to any of my sessions! (Though, the Celebrity Experience already has it included!)

// Please read and sign the following // Parents must sign for all models under the age of 18

I understand that by participating in the Vanja D Photography Senior Spokesmodel Program, my images may or may not be used in Vanja D Photography's advertising. I agree to have my senior portraits taken exclusively at Vanja D Photography, before October 31st, 2014 and have my final order placed by November 31, 2014.

As a VDP Spokesmodel, I will refer future Senior Model applicants and will make positive remarks about my experience to my peers about Vanja D Photography. I agree not to speak poorly of other studios and will not degrade my classmates who choose to be photographed elsewhere.

As a VDP Senior Spokesmodel, I understand that not only am I promoting my school, and myself but I am also promoting a positive image of Vanja D Photography. I also understand that any violation of this agreement will cancel all commissions I may be entitled to from my referrals.