

2023-2024

Michele Dawson Photography Ambassador Program

The Michele Dawson Photo Ambassador Program was created to offer passionate, skilled dancers an opportunity to showcase their talents through photography across social media platforms and to be dedicated representatives of Michele Dawson Photography.

Ambassadors come from dance studios throughout the greater Phoenix area but come together to forge a sense of community. Ambassadors participate in specialized sessions and their own spotlight sessions, where the dancer's unique strengths are showcased.

This year there will be three ambassador levels based on a combination of factors, including: age, dance experience, technical and artistic ability, and social media experience and interaction. Current ambassadors will be evaluated on their performance as an ambassador in addition to the above.

NEW: Gymnasts welcome!

Role/Requirements:

Ambassador

The role of the ambassador is to promote the Michele Dawson Photography brand through our creative photo sessions and the images shared on Instagram. Ambassadors will also engage with fellow ambassadors and Michele Dawson Photography on social media. Ambassadors are encouraged to refer other dancers, family, and friends to Michele Dawson Photography for their photo sessions. Specific requirements include:

- Be actively enrolled in dance or gymnastics classes. Minimum three years of dance or gymnastics training is recommended.
- Be passionate about dance and your creativity. Ambassadors should be dancers who happen to promote their art on social media, not aspiring social media influencers who happen to dance. :)
- Represent Michele Dawson Photography throughout the ambassador period.
- Have an Instagram account (dancers under 12: parent must be active on an Instagram account).
- Follow @michele_dawson_photography on Instagram.
- Add @michele_dawson_photography Ambassador to your Instagram profile with link to my page.
- Post ambassador photos on Instagram at least twice a month. Schedule and tips will be provided.
- Engage with @michele_dawson_photography and fellow ambassadors on Instagram.

- Exclusive photography ambassadorship with Michele Dawson Photography. **Dancers who are ambassadors with another photographer will not be considered** (model calls and/or one-time shoots with other photographers during ambassador period are permitted). **Promoting other photographers (example, posting a photographer's upcoming photo sessions) in any fashion is strictly prohibited.**
- Parent/guardian permission if dancer is under 18.
- Payment of ambassador fee.

Elite Ambassador

- All of the above PLUS:
- Strong dance or gymnastics technique
- Active yet focused social media skills
- Confidence in movement for the camera (improv)
- Prior ambassadorship with Michele Dawson Photography preferred, but not required. Prior ambassadors' previous social media engagement and performance as an ambassador will be weighed heavily.

Petite ambassador

The petite ambassador role is for younger dancers new to photo sessions and, generally, under the age of 11 or 12. The objective is to gain confidence and experience being photographed and to have access to professional dance photos. The dancer doesn't need to have their own Instagram account, but a parent does. Please note, age is not the sole determining factor. Specific requirements include:

- Be actively enrolled in dance training.
- Parents should have an Instagram account or monitor a child's account and be willing to post on behalf of their dancer.
- Parents should follow @michele_dawson_photography on social media.
- Parents should post ambassador photos at least twice a month.

Benefits and Rewards:

Ambassadors:

- Season kick-off small group photo session (up to 8 dancers per session) (tentatively set for June 18 and July 30; dancers attend one date). Group photos and 5-7 individual images.
- Spotlight session. Focus is on the individual dancer, showcasing strengths and movement. Spotlight session will be showcased on social media and my website. 3-4 outfits. Minimum 25 images. These will take place July-Oct.
- Holiday group photo session/party. Held Sunday afternoon of Thanksgiving weekend. Group photos and 5-7 individual images.
- Beautifully edited images for sharing online and for personal use.
- Featured in Michele Dawson Photography website, social media, and marketing.
- Meet dancers from other studios. Strengthen the dance community.
- Gain confidence in photo sessions and build artistic skills.

- 25 percent off family and senior sessions (including family mini sessions in the fall) for the ambassador's family.

Elite ambassadors:

- All of the above PLUS
- Elite ambassador group session with mini individual photos to take place prior to June 30. Date and location TBD.
- Second mini spotlight session in Jan/Feb 2024. 10-15 images

Petite ambassadors:

- Season kick-off mini small group session (tentatively set for June 18 and July 30; dancer attends one session). Group photos and 5-7 individual images.
- Spotlight session. 2 outfits. Minimum 15 images. Focus is on the individual dancer, showcasing strengths and getting the young dancer confident in front of the camera.
- Holiday group photo session/party. Held Sunday afternoon of Thanksgiving weekend. Group photos and 5-7 individual images.
- Beautifully edited images for sharing online and for personal use.
- Featured in Michele Dawson Photography website, social media, and marketing.
- Meet dancers from other studios.
- Gain confidence in photo sessions.
- 25 percent off family and senior sessions (including family mini sessions in the fall) for the ambassador's family.

In addition:

- Select dancers from any of the teams may be invited to additional stylized sessions and model calls. Based on social media engagement and referrals for ambassador and elite ambassadors and as needed for petite ambassadors.

Parent role/requirements:

- Keep updated on communication and updates via the Facebook Ambassador group page.
- Monitor your dancer's social media account(s). More advice on tips for this will be offered this year. It's important to keep our dancers safe online, especially as they enter this time when they are starting out with social media.
- Encourage dancer and be supportive at their photo sessions. Help them prepare ahead of time.
- Ambassador fee

Ambassador fee

The ambassador fee covers: photography time, editing, and production of images for spotlight sessions and two group sessions; digital images for personal use; studio rental fees; additional costuming options for dancer use; and ambassador merchandise. \$150 is required at time of

contract signing (March 19). Balance is due by first group or individual session, or July 23, whichever comes first).

Elite: \$495

Ambassador: \$395

Petite: \$295

Application Schedule:

Feb. 12: Applications open

Feb. 20: Applications close

On or before Feb. 25: Emails sent out with ambassador results

March 3: Contracts and \$150 deposit due

On or before March 13: Ambassadors announced on social media

How many ambassadors will there be? I'm not sure yet, but the elite team will be limited to 6-10 members. To be honest, I would prefer focusing on smaller groups for all teams, so it will likely be more competitive this year.

Being a 2022-23 ambassador does not guarantee placement for 2023-2024.

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